

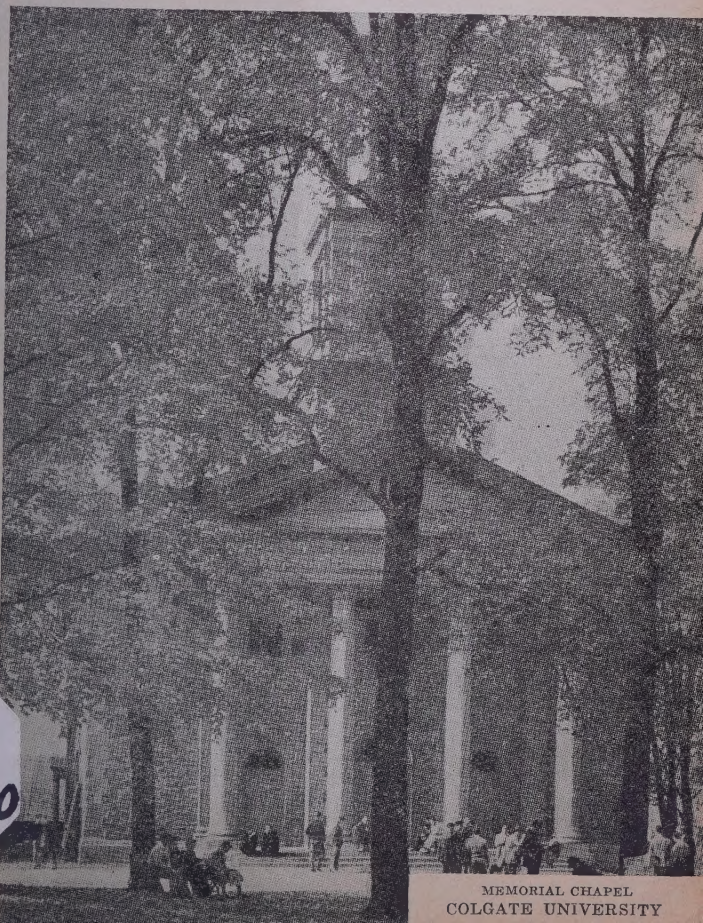
OCTOBER
1939

THE
INTERNATIONAL



STUDENT

OF LIQUOR IN LIFE TODAY



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COLGATE UNIVERSITY

THE INTERNATIONAL STUDENT

OCTOBER, 1939

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HARRY S. WARNER, *Editor*

TOWARD A NEW UNDERSTANDING

THE SEEKING OF PLEASURE in the "kick" of alcohol has a large—almost dominant—place in many sections of society and daily life. The sensations to be gained, mild or vivid, are a popular source of enjoyment, ease and escape from discomfort and the facts of reality, today as in the childhood of the race.

But ever and always has alcoholic pleasure been questioned, among all people, in all ages. Yet only recently has this worldwide challenge of critical-minded and socially-interested men been supplemented by a scientific challenge to the basic value of alcoholic pleasure—of what it *is*, what it *does*, and *how* it does it.

To fit this new situation in the alcoholic liquor problem, a new and enlarged program, expressing the most modern educational and scientific approaches, should now be promoted more widely than ever heretofore. National and international experience in attempted eradication of intoxicating liquors and the results of the recent psychological and sociological investigations, taken together, indicate that such a program should

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A Non-Conformist Speaks

By GEORGE B. CUTTEN

President Colgate University, Hamilton, N. Y.

IN ALL PROBABILITY you think that nothing could put me out of joint with the times so completely as to introduce a subject of this kind. Maybe I should be considered as companionless as a lone sparrow on a housetop and as solitary as a raisin in an angel-cake. Perhaps so, and thank you for your sympathy. As a matter of fact, however, there are hundreds of thousands of prohibitionists in this country, and the disastrous results of repeal are increasing their number rapidly.

If I were alone, though, I should not feel bad, for an occasional non-conformist scattered among His creatures is what makes God an optimist. They are His only hope. A non-conformist is usually a seer a century ahead of his time. The inscriptions on the tombs of the prophets show that they were crucified, beheaded, burned, or hanged; or, at least, they were stoned, imprisoned, reviled, or ridiculed. Naturally there were scattered among them enough insane to spoil a perfect score. To the dull-witted, the seer and the insane were difficult to distinguish. However that may be, I modestly ask for a humble place in this group, for I venture to prophesy that no item of history will be so difficult to explain a century hence, as that of a people which prided itself upon being intelligent and at the same time used that intelligence in order to become drugged.

To clear the decks for action, let me say at the beginning that I know better men than I am who drink—much better. Oh, bless you, no, they are not better because they drink, but in spite of it. Only a vivid imagination can fancy how good they would be without it, or how bad I should be with it.

A convocation address at Colgate University September 20, 1939, "Meet a Prohibitionist." As author of *The Psychology of Alcoholism*, Dr. Cutten was one of the first in America to take into account this present-day vital approach to the problems of liquor in human life.

I know what some of you are saying before I really get under way: "It may be all right for you to be a prohibitionist, for you are no longer young." Has not someone defined an immoral act as one condemned by a person too old to enjoy it? Well, it is true that I'm not so young as I once was, but I am still running under my own steam. I'm sure I could even yet last through a second evening of a house party, dancing with a girl who had captured the booby prize in the beauty contest, without demanding a bracer.


My case can be stated in a few words. It is difficult to become enthusiastic about anything which has all the entries on the debit side of the ledger, for if there is anything to be said in favor of consuming alcohol as a beverage, up to the present time it has been carefully concealed. If beverage alcohol were totally removed from the world tomorrow morning by a sudden upheaval of nature, the result would be complete gain. There might be regrets, but no loss. That's the thing in a nut-shell.

Diverging Trends

To be more specific, it may be said that *everything I am trying to build up as an educationalist, alcoholic drinking tends to tear down*. Am I trying to develop young men mentally? Alcohol destroys mentality, at first temporarily, and by continued and increased doses this deterioration becomes permanent. Am I trying to build up young men morally? Alcohol is a potent cause of crime and immorality. Am I trying to stabilize young men's emotional control? Alcohol unbalances the judgment and disorganizes the emotions. The natural results of a college education and of consuming beverage alcohol are represented by divergently opposite poles. To be consistent, I should either surrender any thought of being an educationalist, or endeavor to eliminate the drinking of alcoholic beverages—the two don't blend.

There are so many scientific data available that we need be no longer in doubt concerning the main facts about alcohol. Numerous laboratory experiments have been made by competent investigators to determine the actual results of using alcohol as a beverage, and physicians, psychiatrists, and social workers have made additional and important contributions.

(Continued on Page 19)



Artistic Inspiration and Alcohol

By ALBION ROY KING

ONE OF THE COMMON FANCIES about alcohol is the notion that intoxicating beverages furnish real inspiration to artistic performance or creative genius.

Thriving especially among students in high school and college, the idea is nurtured by a long list of heroic names from the realm of art and literature and music, who are supposed to have been addicted to alcohol. Not only does the popular fancy hold that alcohol fails to interfere with genius, but the common belief is that the same subtle influence which leads to addiction also expands and inspires the personality.

Abundant experimental evidence is now compiled showing that alcohol is never, in any amount, or under any condition, a stimulant. It is always a narcotic, slowing down, or interfering with the normal function of mind and behavior. All its peculiar effects are so interpreted, and it is very rare now to find the word "stimulant" in the scientific literature about alcohol.

This popular notion is a very good illustration of a common logical fallacy, the fallacy described or named in the textbooks as the *post hoc* fallacy. Whenever two vivid facts occur together it is inevitable for spontaneous thought to connect them as casually related. Let some famous genius, like Edgar Allen Poe, be reputed to be a drinker or user of drugs, at once the conclusion is drawn that a bottle or a needle is the source of his inspiration. Few take the trouble to compare the large number of failures who have been addicted or even the tragic effects of the alcohol upon the genius himself, as in the case of Poe. Hervey Allen, Poe's best biographer, in his monumental work on the tragic life of that poet, *Israfel*, has once for all, disposed of the fallacious notion that Poe got any help

Dr. King is Dean of Men at Cornell College, Mt. Vernon, Iowa, and a speaker and writer on the new psychological approach to the liquor problems of today. This article is reprinted from the *Iowa Parent-Teacher*, May, 1939, by permission of Professor King.

or inspiration out of his inebriation. Poe was a prodigious worker in the genuine avenues of scholarly inspiration when he was sober, and his moments of weakness for the narcotic were entirely lost, leading, indeed, to his total obliteration at an early age.

Cornell College has been favored recently with an extended visit from the distinguished Russian pianist, Victor Seroff. Together with Mr. Jacques Jolas of the Cornell faculty, he was working on the "Art of the Fugue," by Bach, for two pianos, a work which these distinguished artists have revived and presented in concert both at Cornell College and in New York City.

Knowing that Mr. Seroff has had a European background, and realizing the common drinking customs of many European peoples I was much astonished to hear him declare, in a quite unsolicited fashion, that the use of alcohol in any form could not be correlated with Art. Being especially interested, I went into the matter at some length with him. He stated that at one period of his life, while resident in Vienna, he had made a habit of drinking beer with his meals and noticed at that time no effect from it. But now, he affirmed, that any use of alcohol within twenty-four hours of a concert would render him unstable and uncertain in performance. He declared that he had never known a single artist of note who used alcohol as a source of help in performance. He named a world famous Russian singer who had been during his life somewhat addicted to over-indulgence in alcoholic liquors but who was very careful to avoid them when preparing for a concert. I suggested the name of a singer whose concert work has enjoyed a wide popular following in America and yet who is reputed to be not only heavily addicted to the use of alcohol but to rely on it regularly in concert work. Mr. Seroff's prompt response was that this singer is no great artist.

Careful observation of artists who are addicted to drink will reveal, instead of a high correlation between the use of alcohol and great achievement, that most of them are "has-beens," who spend much time complaining about the failure of people to appreciate true genius, the caprice of critics, and such things, while the fact is that their first love is their bottle.

The idea that alcohol furnishes artistic inspiration ought to

be carefully scrutinized wherever it crops up. It will usually be found to be very unscientific opinion. Most of the so-called geniuses who have been addicted to alcohol should be carefully studied before such a judgment is made. *It may turn out*, as one important modern writer has said, that because of the extensive addiction to alcohol on the part of the leading people in Europe and America during the last few centuries *that the world has not yet seen what fine genius a thoroughly sober race could produce.*

RISING CASUALTY LISTS

BY HAVEN EMERSON, M. D.

Alcohol is one of the few causes of illness and death which continues to rise in populous parts of the United States.

The admission rate of patients with alcoholic psychoses to hospitals for mental diseases in New York State has been increasing steadily for some years past, and had never been higher than at present.

The death rate from cirrhosis of the liver which is closely related to immoderate and long continued use of alcohol, in all but a few cases, has been rising steadily since the repeal of prohibition.

All trades and occupations where alcohol is liberally used and particularly easy of access show mortality rates several times as high as those where alcohol is little or rarely used.

Life insurance experience with many millions of lives here and abroad is all to the same effect that those who use alcohol have a shorter life expectancy than abstainers, in proportion to the amount of alcohol they consume.

Quite apart from the economic wastage involved in the manufacture and consumption of alcoholic beverages there is a heavy and rising toll of lives damaged, lost and made unproductive or miserable by the use of alcohol.—HAVEN EMERSON, M. D., from a radio address under the auspices of the *American Public Health Association.*

Alcoholic intoxication in the biologic sense, without any gross manifestation of drunkenness can produce sufficient interference with psycho-motor activity and neuro-muscular coordination to render such an affected individual a potential menace.—Dr. Sidney Selesnick, Boston City Hospital.

Wine Alcoholism in France

AN AUTHORITATIVE REPORT on wine alcoholism in France has recently been made by Dr. Jean Lepine, dean of the medical faculty of Lyons University and neurological adviser to the Paris-Lyons-Marseilles Railway. Of the railroad workmen he examined, he says:

"Among the cases sent to me for consultation during the past year, more than half were due for the most part, if not exclusively, to a habitual alcoholism, and, I may add, to a wine alcoholism. Almost never was it a case of brutal or degenerate alcoholism. On the contrary it was a question of a complex pathological state produced generally by the abuse of what is supposed to be a hygienic drink.

"Among these one especially finds retarded epilepsy with rare spasms. But a congestive epilepsy happens that shows itself in a simple lapse . . . the consequences of which in railway service you can easily imagine.

"There are also employees of all ranks who, by the irregularity of their meals, exposure to cold, and hours of inaction and waiting, feel the need of increasing the circulation by a comforting drink, which is always wine. There, too, no great accidents at the beginning, but little by little a state of cerebral congestion, and then, some day, arterial breaks or cerebral defects resulting in a catastrophe. These accidents can be explained only by a temporary and mysterious aberration. It comes from the wine which they carry in their lunch. . . .

"How can you expect these railway officials should understand the danger latent in the excessive use of wine? This is a part of our daily habits. No one thinks of it. The result is that the medical service, apart from exceptions, ignores the cerebral shortcomings of certain employees until the day when some incident brings them to the surface. No rules can give perfect security so long as customs are what they are."—*Tribune*, Capetown, August, 1939.

Alcohol and Personality

STUDY No 6.

Of An Investigation - Discussion Series In Current Liquor Problems

Continuing the investigation-discussion series of last year the "International Student" offers the first outline of the new year. The printed material is intentionally limited to basic questions, a skeleton outline, and bibliography. It is hoped that investigation and free discussion may lead to the forming of well-founded opinions.

IT IS COMMON KNOWLEDGE that alcohol has definite effects on the personality of man. The desire for the changes in personality it produces is among the most familiar motives for drinking. The man who goes on a binge because he is "tired of being himself" and the socialite who sips wine or cocktails because "it makes my personality more brilliant" are typical examples. The personality change motive has a definite place in almost every drinking occasion, though it is not always the dominant one.

Alcoholic changes in personality are easily noted, and it is not the purpose of this study to point them out, but rather to examine the ways in which they take place and to evaluate them. There are many questions to be answered in this connection:

Are alcoholic changes in personality real? Are they permanent or do they pass off when alcohol is eliminated from the blood? Do they invariably follow alcoholic indulgence? Are some persons more likely to be affected than others? Are alcoholic personality changes desirable? If undesirable, is it because of the nature of the change or because of the means by which it is achieved?

Helpful information on these and other questions will be found in the references listed on the next pages. The outline below suggests an organization for study of the topic:

I. Alcohol changes personality.

- A. Nature of the changes.
 - 1. Social restraint and self-control diminished.
 - 2. Inhibitions suppressed; feelings of inferiority, etc., overcome.
 - 3. Emotions dominate, intellect lags. Actions impulsive.
- B. How changes take place.
 - 1. Narcotic action of alcohol on brain.
 - 2. Order of changes.
 - a. Highest mental functions first affected.
 - b. Others limited progressively as alcoholic content of blood increases.

II. Duration of the changes.

- A. Primary changes disappear as alcohol is eliminated.
- B. Permanent character change accomplished with development of habit of depending upon alcoholic personality.
 - 1. Personality weakened by dependence on artificial solution to problems.
 - 2. Alcoholism.

III. Personal susceptibility to the changes.

- A. Variation in susceptibility to alcohol.
 - 1. Body weight, blood-volume, etc.
 - 2. Tolerance.
 - 3. Alergy theory.
 - 4. Nervous make-up.
 - a. Men of creative ability seem especially susceptible.
- B. Risks of susceptibility.
 - 1. Danger of alcoholism.
 - 2. No way of predicting who are susceptible.
- C. All are more or less susceptible.
 - 1. Personality changes are

inherent in use of alcohol.

- 2. Variations in individuals affect only the *degree* of the changes.

IV. Moderation and personality.

- A. Moderate drinking entails primary personality changes.
- B. Moderate drinker *may* escape permanent personality changes.
 - 1. But frequently may form habit.
 - a. Example, alcoholism in France.

V. Group personality and alcohol.

- A. "Group personality" expressed in customs, mores, and traditional patterns of thought and action.
- B. Prevailing group personality is alcoholic.
 - 1. Customs and culture of almost all peoples incorporate alcoholic release.
 - 2. Attempts to break from alcoholic group personality not generally successful.
- C. Potentialities in non-alcoholic group personality.

VI. Evaluation of the changes.

- A. Desirable features.
 - 1. Release from oppressive inhibitions and tense mental conditions.
 - 2. Increase in sociability under some circumstances.
- B. Undesirable features.
 - 1. Release from certain inhibitions and restraints is personally and socially dangerous.
 - 2. Artificial alcoholic release replaces natural.

3. General trend of alcoholic personality is toward primitive and childish behavior.
4. Self-reliance is stronger character trait than dependence.
- C. Significance of the evaluation.
 1. Each person must accept or reject alcoholic changes for *his* personality.
 2. Each must decide for or against alcoholic group personality.

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TOWARD A NEW UNDERSTANDING

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be more comprehensive than those of the past. "Temperance," "abstinence," "moderation," "control," "local option," "prohibition," are not enough. The knowledge gained from these and other great experiments point to the need for larger study

and more frank facing of the deeper and most persistent sources of the whole problem—the tradition of drink culture, the social approval of toxic pleasure, and the pressure of financial profits in toxic enjoyment.

To challenge and, by frank analysis, begin a change of the social drinking customs of the community and the nation, and to popularize non-alcoholic customs is a vital factor in the program of today. This constructive addition may well be made to the better-known programs of scientific education, personal abstinence, limitation, local banishment, and final eradication of the traffic.

For the pleasure of intoxication and the desire for it have no natural place in human life. They have to be created anew by each new group or generation. Social customs and trade propaganda create and enlarge narcotic desires, establish dependence upon liquor for unnatural satisfactions, and elevate a substitutional and degrading satisfaction into something important, romantic, desirable, and socially necessary. Alcoholic pleasure and release from unhappy feelings and ills, large or small, conceal but do not remove the cause of these ills. It is, essentially, a deceptive factor in life, society and culture. Social resort to it is wholly unscientific, and should be discarded as out-of-date because of its consequences in addicts, accidents, ill health, mental instability, and degraded personality.

TRENDS TOWARD INFERIORITY

BY HAVEN EMERSON, M. D.

All persons who use alcohol do not become drunkards and many persons so control their desire for it that they show no apparent ill health and seem to live at least as long as their fellows, and to have no illness in any way related to the use of alcohol.

It is easy to show, however, that in the ordinary occupations and vocations of life the use of alcohol in amounts too small even to develop any appreciable outward effect, nevertheless causes inferiority of performance, particularly in those reflexes of eye and ear and hand and foot upon which so much of life depends for its safety on the highway.—From a radio address under the auspices of the *American Public Health Association*.

Liquor In Life Today

*Seek the Truth
Come Whence It May
Lead Where It Will*

A New Movement in England

A NEW MOVEMENT among English young people, originating in Liverpool in 1938, has now had more than a year of service. It expresses in its program a reaction against the recent lavish advertising campaign of the brewers in Great Britain. It is based on three conclusions from a previous survey:

1. The old dictum, "More drink, more drunkenness," is as true as ever.
2. The leisure occupations of the people are increasingly associated with alcohol-drinking.
3. A new race of public-house customers explains the present prosperity of the drink trade. The licensing Commission of Birmingham reported: "One unhappy feature is the large number of younger people who come before the court."

In the program adopted by the young people, the time-honored effort to crowd public halls with convinced supporters was set aside as one that would add little to the working strength of the movement. Instead, luncheon conferences attracted leaders of church and school groups and many young people to discuss liquor problems.

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Scotch Petition

To remedy the three outstanding evils of (a) The drinking motorist; (b) Sunday drunkenness and disorder; and (3) Mendacious liquor advertising; the following petition to Parliament is being signed throughout Scotland:

"We, the undersigned, respectfully petition Parliament to pass legislation providing:

- (1) That it be made illegal for any person to drive a motor vehicle within a given time after drinking intoxicating liquor;
- (2) That the present law of Sunday closing of public houses be extended to include hotel bars;
- (3) That liquor advertisements be restricted and regulated."

—*Scottish Temperance Reformer*, Glasgow, Febr. 15, 1939.

Boys Court

Alcoholic liquor is responsible for between 30 and 35 per cent of all cases that come into the Boys Court. Under its influence, boys will commit almost any crime and will steal more money to buy more liquor. While we have plenty of laws on our statute books which prohibit the sale of intoxicating liquor to minors, they are, as one may imagine, very difficult to enforce.—JUDGE J. M. BRAUDE, Chicago Boys Court, quoted in *Union Signal*, Apr. 22, '39.

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Economic Suicide

Economic suicide—that is what the citrus, dairy and grain states committed when they voted to repeal prohibition. In California they are dumping train loads of oranges along the roadsides because it does not pay to ship them. . . . All the orange juice stands along the highways are closed or turned into booze-beer stands. . . . The people are drinking beer slop instead of orange juice and lemonade—cocktails instead of milk.—From *Phoenix Evening Gazette*, Ariz.

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Highway Patrol

State Commissioner Karl Fischer Monday served notice on members of the Iowa Highway Patrol that he will not tolerate drinking, on or off duty. Fischer said that drinking any intoxicating liquor, including beer, will be grounds for immediate dismissal from the patrol.—*Cedar Rapids (Iowa) Gazette*, May 2, '39.

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When State Sells

The State made the mistake of promising to sell alcohol in a way to promote temperance. Such a promise is absurd on its face. It is what people do with liquor after it is bought and not how it is sold which makes for or against sobriety. . . . I have not observed that State-sold liquor makes people a whit less drunk than that sold by the bootlegger.—THOMAS LOMAX HUNTER, "The Cavalier," *Times Dispatch*, Richmond, Va., Mch. 22, '39.

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Variety in Finished Product

During prohibition we got the chronic drunk only on the Bowery; today we are getting the lawyer, the skilled employee, the professional man, the musician. All kinds are coming to us today; there is 300 per cent more drunkenness since repeal than before. . . . We deal with 150,000 to 250,000 of John Barleycorn's finished products each year, men who started with a social drink, took two or three cocktails, thought they could handle booze.—C. J. ST. JOHN, Bowery Mission, New York, N. Y.

Bombay Banishes Liquor

On August 1, prohibition of liquor came into effect in the city of Bombay, India, following its previous application to various other provinces and cities of India. Liquor stores and bars were closed. All selling to natives is prohibited, but foreigners are permitted a considerable ration of whisky, wines or beer each month. The new law, extending the policy of Mahatma Gandhi, was supported in large popular demonstrations by the Hindus, but criticized by the Moslems as not being rigid enough. Advertising of liquor is banned in all newspapers and periodicals.

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Increasing Mental Disease

The past six years have shown a 55.5 per cent increase in new cases, due to alcoholic indulgence, admitted to mental hospitals in Illinois, as compared with the cases of the 1923-1928 period. This is revealed in a study of the Bureau of Statistics of the Illinois Department of Public Welfare, covering the years 1923-39. The total for the years 1923-1928, inclusive, was 5,113; for the first six years of repeal, 7,951. With the exception of a slight drop in 1935, the six years of repeal showed a steady increase, beginning in 1932, of "first admissions due to intemperance," as follows:

1933.....	969	1935.....	1,023	1937.....	1,503
1934.....	1,265	1936.....	1,365	1938.....	1,826

In 1938, 29 per cent of all first admissions to Illinois mental hospitals were patients described as "intemperate," the largest percentage officially reported in the sixteen years, 1923-38.—*Union Signal*, Aug. 19, '39.

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Challenge to the Churches

The life of the churches in America is at stake on the solution of the liquor problem. Just as the vitality of any church will always be affected by the way it faces the moral and social evils of the day, so there is no doubt that the spiritual vitality of the churches is enervated because of our indifference to the liquor problem.

We are not going to have a revival of religion until the churches face the social evils like the liquor traffic. I am making an appeal to the churches of America. The solving of the liquor problem is primarily our job.—BISHOP RALPH S. CUSHMAN.

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Forty per cent of those admitted to Hospitals for the Insane in Japan are there because of drinking habits, or an alcoholic family history.—TOYOHICO KAGAWA, Christian social worker.

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Take one reckless, natural-born fool; two or three big drinks of bad liquor; a high-powered, fast motor car.

Soak fool in liquor, place in car and let go. After due time, remove from wreckage, place in black satin-lined box and garnish with flowers.—Washington University "Couger's Paw."

Social Responsibility

As a nation we spend 85 per cent of our annual income, save 12 per cent, give only 3 per cent. We would be a vastly happier nation if we could be induced to give many times that 3 per cent in behalf of education, religion, welfare, health, culture, science and character-building.

Our voluntary colleges and our churches, our hospitals and other agencies have an opportunity to create an augmented sense of social responsibility and to spread this sense of responsibility across various income levels.—PRESIDENT A. C. MARTS, Bucknell University.



Social Drinking in South Africa

Drinking habits permeate our social and civic life, taking their toll of young and old. Drunkenness is no longer tolerated in respectable society, but drinking customs force their way in almost everywhere while adapting themselves to modern conditions. Drinking has become respectable and is often regarded as a social accomplishment, provided that one does not transgress the bounds of decorum.

By the rapid spread of the cocktail habit at parties, dinners, dances and other social functions, our young people, even children in their early 'teens, acquire a taste for alcoholic drinks, and are initiated into drinking as a social custom. At wedding receptions it is often difficult to get non-alcoholic cool drinks. I have on occasion found it impossible to do so even at a reception given in a church hall. Many hotels arrange public dances, which prove a great attraction to young people. Doubtless in the majority of cases these dances are carried on under careful management and admirable conditions, with due regard to propriety. But cases have been known in Natal in recent years where abominable scenes have suddenly flared up and serious crimes have been committed at dances held in apparently respectable hotels. Where drinking is encouraged at dances there is always a tendency for moral restraints to be loosened and self-control to disappear.—B. M. MARBETH, B.Sc., Principal, Natal Technical College, *The Tribune*, Cape Town, South Africa, July, 1939.



Milk Shakes in British Navy

Milk shakes now compete with rum, traditional drink of the British Navy. An American style soda fountain is one of the attractions aboard the newly launched British destroyer, *Kadamar*. — A.P., *Washington Star*, Sept. 24, 1939.



Why "Stupid"?

The only thing that ever made the arguments of prohibitionists plausible to the non-fanatic majority of the population was the greed, venality and gross stupidity of saloonkeepers and the politicians who played ball with them. Neither the saloonkeepers nor the politicians have learned a thing from their tribulations. They are as selfish and stupid as ever.—Editorial, *Chicago Tribune*, June 17, 1939.

Salesman and His Stock

Getting people drunk has never been an exalted occupation. The saloonkeeper is allowed to do business because he is slightly less objectionable than the rum runner, the bootlegger, and the gangster. Most of the gentry can best be tolerated when they are treated like pariahs. The cause of temperance will be served if the saloonkeepers are given a kicking around. They have learned nothing and they presume too much.—Edit., *The Chicago Tribune*, June 17, 1939.

Thinks He Drives Better

Alcohol in no greater quantity than the content of three ounces of whiskey affects appreciably the mental processes and neuro-muscular coordination of individuals. It therefore affects the capacity driving of the driver who takes liquor, even in small quantities.

After taking alcohol he may *think* that he can drive better but in fact his body works less efficiently. This adverse effect generally occurs even when small moderate quantities are taken in the absence of food.—Report of Special Committee of the British Medical Association to the Minister of Transport.

Change of Name

We have had an interesting change in the use of names. When the early tavern became so disreputable that public opinion turned against it, *taverns* were abolished. To take their place, sellers of intoxicants reached out and took a name from the French—*salon*. This was supposed to be a place of rare refinement where elegant ladies and gentlemen sipped rare wines and liquors in the pauses between brilliant bursts of conversation. Thus, as they used to say in the movie captions, came the saloon. But this glorified view of the saloon did not last long. The rose by another name came to smell like the old tavern, and so we abolished the saloon. But by that time the word "tavern" had come to have about it an air of the romantic past. . . . It seemed to mean a neat place with geraniums in the window and a rosy-cheeked host who served drinks in moderation to jovial, good-natured people who dropped in much as we would do today to have tea or the inevitable sandwich.—H. L. EWBANK, University of Wisconsin, *Temperance Education Journal*, July, 1939.

Liquor During Blackouts

Glasgow has approximately 1,130 public houses. If each had only ten customers say between 9 p.m. and 10 p.m. it would mean that, should an air-raid warning be given, 11,300 people would be launched into the darkened streets—people more or less under the influence of liquor. The harm that might ensue is enormous. It is clearly in the interest of public safety that, when streets are pitch dark, intoxicated and semi-intoxicated people should not be found wandering about. Already motorists have complained of the risks incurred in this respect.—*Scottish Temperance Reformer*, Sept. 15, 1939.

Banned In 10,000 Communities

By JAMES HARRISON

(Condensed from release by Western Newspaper Union)

RURAL AMERICA is climbing back on the water wagon. There's little fanfare about this new crusade and the traditional temperance groups are apparently playing a minor part. The movement is growing in spite of campaigns by enlightened elements among the distillers urging temperance in drinking. Local option is the process which is making the wet spots dry.

More than 4,000 communities have voted "dry" since prohibition was repealed five and one-half years ago, a prominent research organization estimates. The majority of these have been in rural areas. Counting the districts that remained dry in the face of repeal, there are today at least 10,000 communities in which all liquors, including beer, are outlawed. This represents about one fourth of all townships, rural precincts, counties and villages in the United States.

The number of dry communities today is not great when compared with the years before the adoption of the eighteenth amendment (when 90% of all townships and rural precincts, 85% of all counties, and 75% of all villages had local prohibition), but the rapidity with which the new dry movement is gaining ground is significant.

In Illinois, for example, the dries won 80% of the 341 local option elections at one April election. Illinois has 728 dry areas, whose total population is more than 1,000,000. If this is typical of the whole nation, it would mean that 16,000,000 Americans reside in territory from which liquor is barred.

A TAVERN is an old fashioned saloon plus women. The women don't make the institution any better, and the institution don't make the women any better.—President Dale Welch, Dubuque University.

THE SOLUTION of the problem of propaganda is more propaganda, propaganda from all sides, a public choice made freely in the light of all available information.—Bruch Bliven, Wash. Post, July 13, 1939.

A NON-CONFORMIST SPEAKS

(Continued from Page 4)

Alcohol is a poison and should be so classed. The very word intoxication reveals that. The toxic properties are well known. While methyl or wood alcohol is more poisonous than ethyl or grain alcohol, the difference is principally one of degree. Methyl alcohol does seem to have a special effect upon the optic nerve, causing permanent blindness, but both attack nerve tissues. During prohibition days there was a loud outcry because people were being poisoned by bad liquor; and that was true; it is also true today. But the toxic element, except in the rarest cases, was and is alcohol and alcohol only—not wood alcohol either, but grain alcohol—the kind contained in so-called beverages. I have no complete statistics, but I venture a guess that there are at least as many cases of alcoholic poisoning today as there were during the prohibition era, but no outcry!

Cases Increase

Reliable statistics on the subject are very difficult to secure, for the opprobrium attached to alcoholism encourages some physicians to attribute illness or death caused by alcohol to contributing or general causes. However, here are some figures published last July concerning a very limited territory. There were admitted to the Haymarket Square Relief Station of the Boston City Hospital in the year 1932, near the end of the prohibition era, 894 alcoholic patients, which formed 2.82% of the total admissions. In 1936, the third year of repeal, there were admitted 1,374 alcoholic patients, which formed 4.27% of the total admissions. The women patients in 1936 were more than double the number of 1932, and a third of all house patients were alcoholic. These figures "represent only cases in which alcoholism was the presenting problem, and do not show the additional large group in which alcoholism accompanied other and more serious conditions." In 1933 the cost of caring for alcoholics was \$3,952; in 1936, \$6,541. The latter figure was 8% of the total cost of the Station.

In Bellevue Hospital, New York, the first year of repeal,

1934, there were 7,649 admissions for acute alcoholism, in 1935, 9,139, and in 1936 over 12,000.

The effects of alcohol are most deceptive. It seems to raise the temperature, it really lowers it; no alcohol is given in polar expeditions. It lowers the blood pressure, brings about a higher death rate in pneumonia and tuberculosis, devitalizes the tissues, and there is considerable evidence that it makes the body more susceptible to infectious diseases. Alcohol has no unique value in internal medicine, and no surgeon cares to operate on an alcoholic, for his chances of recovery are much reduced. As a group, drinkers do not live long. That does not mean that every drinker is short lived and every abstainer becomes a nonagenarian, but it does mean that the drinkers as a class do not live so long as the abstainers as a class. About 100,000 persons are rejected by the insurance companies every year in this country on account of alcoholic indulgence. This is about two per cent of those who apply. In the Northwestern National Life Insurance Co. rejections for alcoholic indulgence increased from 1932 to 1936 by over 35%. High blood pressure, excessive use of liquor, and heart impairments rank one, two, and three in rendering people unable to pass insurance requirements, respectively accounting for 27%, 24% and 21% of all rejections. This is not a matter of sentiment: life insurance is a cold-blooded business proposition. W. S. Alexander, Federal alcohol administrator, in his report to Congress this year said, "Advertising referring to the tonic, food, or medicinal qualities of alcoholic liquors should be prohibited." He properly classifies beer among alcoholic beverages.

Mental Functions Deteriorate

While the physiological effects are serious, the mental effects are worse. Alcohol has been, as long as we know anything about it, a potent, exciting if not predisposing cause of insanity, and still is. There is hardly a dose small enough not to produce an effect upon mental functions, and this effect is bad from the standpoint of efficiency. Unfortunately, it is the highest mental functions which are first detrimentally affected. This is natural—the fine coördinations which are necessary for rational judgment, sustained attention, and considered control are the latest products of evolution and have not

yet become stable; so any degeneration, either temporary or permanent, destroys these coördinations and their consequent products. The animal functions go next, and the vegetative functions with which all life started are most firmly entrenched and consequently least and last harmed.

Those human reactions, which we call moral, are dependent upon these high mental qualities and consequently easily deranged. While human beings rely as much for motive power on the instincts as any animals, the satisfactions of the instincts in animals are along a single pattern, direct and prescribed. With human beings it is different. Not only is there this same direct and prescribed pattern, but also secondary satisfactions are furnished by the intellect. The direction of instinctive urges into the channels of secondary satisfactions which the instinct supplies, constitutes most of the actions which we call moral. When the intellect is prevented from functioning by any injury, illness, or drug, then there remains only the animal satisfactions, and the intoxicated person literally makes a beast of himself.

The deranged judgment shows itself in curious ways. Alcohol interferes with the performances of skilled movements while the victim judges himself to be more skillful; it weakens his muscular powers while he considers himself stronger; it slows his reaction time but he is sure he is speedier; he thinks himself to be witty when he is only silly.

I have never been afraid of the drunken driver. He will soon run into a telegraph pole or precipitate himself into a ditch and eliminate himself from traffic. It is the drinking driver who is the menace, the one who thinks himself keener and stronger and quicker, when he is duller and weaker and slower. Two factors are very important,—the perverted judgment which cannot evaluate risks and the slower reaction time which prevents quick action in a crisis, and there are usually risks and crises when driving a car. Amounts of alcohol far short of those which cause objective signs of intoxication impair efficiency in driving.

Delays Reaction

The normal reaction time—the time which elapses between the sensory stimulus, such as seeing another car, and when we

move our arms to steer our car—is about one-fifth of a second. Alcohol slows this so that alcoholized reaction time may be two, three, four, or even more, fifths of a second. At 60 m.p.h. a car travels eighteen feet in one-fifth of a second. So instead of eighteen feet the car may travel thirty-six, fifty-four, or seventy-two feet before the driver takes any action, and that usually means trouble.

Such an authority as Dr. Haven Emerson says, "The alcohol in one bottle of beer or in one cocktail is sufficient to cause delay in the normal reactions in the driver of a motor vehicle for the next couple of hours, which readily accounts for many of the tragedies of the road." After many years of experimentation, Dr. Francis G. Benedict, Director of the Carnegie Nutrition Laboratory, said, "We have found that the consumption of even a small quantity of wine retards eye-action to a point where it is unsafe for the person who has drunk wine to drive an automobile." There are about 40,000 persons killed in auto accidents every year and about 1,000,000 persons injured, and it is pertinent that the number of deaths by auto fluctuates directly with the consumption of liquor. . . .

There are two things further to be said about the effects of alcohol. In the first place, in contradiction to general opinion and ordinary methods of speech, alcohol is not a stimulant. To the contrary, it is a puissant paralyzer, with a preference for nerve and brain tissue. The reason that it is considered a stimulant is that its paralyzing effects remove certain disagreeable feelings or some inhibitions, such as bashfulness. However, it is no respecter of inhibitions, and removes many valuable ones as well as one disagreeable one.

Flight from Reality

The second effect, and one most recognized and used, even if otherwise named, is the flight from reality which it produces. People with an inferiority feeling, those who are discouraged and downhearted, people in deep sorrow, can speedily plunge themselves into another, though artificial world. It is a temporary flight, to be sure, and one which will eventually land them back in their original position poorer prepared to face facts and to solve problems, but it seems to be attractive. Drinking of alcohol, especially in quantities which produce in-

toxication, is an admission of weakness and insufficiency, and an acknowledgment that one is not big enough for his job, but it stills all self-criticism. Running away physically is hardly possible now in these days of world-wide communication, and alcohol furnishes the most convenient form for mental flight.

Dr. W. J. Mayo made the statement that three out of every ten drinkers (30%) become addicts—not necessarily drunkards, but steady drinkers, and no one knows in advance who the three are. There are great individual differences in alcoholic tolerance. Of course, most people think they are exceptions, but there is no evidence to justify the opinion that any young man or woman is exempt from becoming an addict. It is no secret that alcohol is a habit-forming drug, and to be avoided as such, and a person may die of alcoholism without ever being drunk.

There is sometimes considerable learned talk, and, more often, clever advertising, about the effects of the different kinds of liquor, but when the froth is brushed off the top it comes down to this: the effect and consequent injury bestowed do not depend upon whether you call it beer, wine, whiskey, or gin, or whether you talk of cocktails, highballs, rickys, or other classical appellations; neither do they depend upon whether it is served at a fashionable club or at a Bowery saloon; they depend upon one factor and one factor only, namely, the amount of alcohol it contains.

Usually Gentlemen Except—

We have been hearing considerable lately about teaching young men to drink like gentlemen—whatever that means. I can speak for college students and say that I have rarely seen them act otherwise than as gentlemen except when they were drinking. The reason for this is plain—when a person takes alcohol he unhinges the controls which are so important in gentlemanly conduct. Giving a person alcohol and then blaming him for not acting like a gentleman, is like putting him in an ice box and kicking him because he doesn't sweat. To quote Dr. Johnson in another connection, it is like a dog walking on his hind legs, the wonder is not that he does it so badly, but that he does it at all. I know it is said, "A man should know when he's had enough," but after partaking of alcohol

his judgment on any subject is not very reliable, and especially is this true concerning himself. He is not a very good judge of when he's had enough. . . .

I have never found myself under any disadvantage because I did not drink, but some of my friends have found themselves under considerable disadvantage because they did. The truth of the matter is that I have no intellectual ability to spare; in fact, hardly enough to get along on comfortably, at times; of course, those who have intelligence plus can, perhaps, afford to dissipate it.

I can never see anything funny about a drunken man and far less about a drunken woman, and, while for years during the prohibition era I never saw either, one sees plenty of both these days. The divine in man is represented by his higher qualities, and to partake of anything which degrades him even temporarily to the level of an imbecile or an idiot is to fling the gift of God back into His face, and there is nothing funny about that! A drunken man is a sight which makes me lose faith in humanity, and when I see a group of people highly amused over a drunkard's inanities I become a case-hardened pessimist. . . .

You young men do not remember the prohibition era, and hear of it only as described in ridicule or scorn by its opponents. It is true that the wets prevented the country from becoming dry, but let us turn the tables and review some of the promises and predictions made by these repeal enthusiasts.

1. *In the first place, taxes would be lowered, the budget would be balanced, and unemployment would be ended.* We receive about \$1,000,000,000 a year in liquor taxes (federal, state, and local)—the amount which beer alone promised. This was usually portrayed as a direct gift by generous brewers. The federal government collected \$568,000,000 in 1939 in liquor taxes. Calculate how many billions of dollars it is necessary for the people of this country to spend in order to produce this amount in taxes! It makes even the federal deficit look small. If five or ten dollars are expended to produce one tax dollar, it is rather expensive tax collecting.

This is but one suggestion of how repeal was to produce prosperity. I suppose the point is, if we drink enough we will not care whether we are prosperous or not. The exact mathe-

matics of alcoholic prosperity has never been definitely figured out except for the brewers and distillers, but one can recall the statement made before repeal of the 18th Amendment that if every one in the country would only drink so many glasses of beer a day, depressions would be a thing of the past. At the same time in Germany it was being stated that if every one would decrease his drinking to one glass of beer a day, prosperity would ensue;—I am told that this latter was known as the Einstein theory. Well, you've noticed the flood of prosperity which the repeal of the 18th Amendment has produced in this country; one can almost count it on the fingers of one hand. It seems bad enough to throw money away, but, when in addition, the waste of money accomplishes a loss of efficiency and a dulling of the wits of the throwers, it requires a magician not a logician to deduce prosperity out of that.

It is difficult to conceive how anyone, even the most prejudiced upholder of liquor laxity, could claim the liquor business as any aid to prosperity. It can only be recognized as a drain on our resources, and a weight upon financial progress. Just how much of a load it is, is difficult to determine, for the heaviest part of it is indirect, and estimates regarding that will vary widely.

The direct bill is stupendous: in 1937 the amount actually spent for alcoholic liquors in the United States was \$3,530,000,000, based on the report of the Department of Internal Revenue. This decreased slightly in 1938, but increased again in 1939. This was about twice as much as was spent in 1934, the first year of repeal. For the year, 1935-36, the latest available statistics, the United States spent for all education \$2,651,231,406; our drink bill was \$880,000,000 more than our total bill for education. This bill for education includes elementary, high school, universities, colleges, teachers' colleges and normal schools, schools for delinquents, deaf, blind, mentally deficient, and Indians, both public and private, in the United States proper and Alaska. We have reason to believe that the money spent for education during the year has increased the efficiency, the industry, the ambition, and intellectual application of the people, but what can we say about the liquor bill except that it has increased the thriftlessness, the

inefficiency, the indolence, the intellectual sterility, the crime and the avoidable accidents of the nation? If this is true, the liquor business has contributed considerably to the continuance of the depression. The drinking of alcoholic beverages has always been considered as an outstanding cause of poverty.

To get some idea of the indirect cost of the liquor business, take, for example, what we pay for crime. The cost is estimated at \$15,000,000,000 a year. It is made up of the cost of prisons and jails, of police officers of various kinds, of the administration of justice, as well as of destruction of property. The personal cost cannot be estimated. It is hardly necessary to say that crime has always been closely associated with the liquor business both directly and indirectly. The business has been law breaking and unscrupulous and there is no hope of its ever policing itself. There is no one element which has contributed more to crime and consequently to this fifteen billion annual loss to the country. . . .

Certain large advertising businesses refuse to carry any liquor accounts, certain large and influential papers and magazines refuse to print any liquor advertising, certain large hotels, catering to conventions, refuse to sell any liquor. Is this the result of sentiment? Possibly, in part, but, at most, a very small part. They believe that every dollar spent for liquor means two dollars less spent for useful and necessary things, and that helping the liquor industry is neither good business for themselves nor for the nation as a whole. Professor Irving Fisher remarked, "The idea that the liquor business creates something economically is on a par with the idea of the undertaker who complained that the pure milk committee in his town had ruined his trade in babies' funerals." While it may be said that the liquor business uses up a certain amount of grain and fruit, there is probably no industry that employs so little labor per dollar received. Mr. Babson says if we compare the liquor industry with that of building and furnishing homes, the proportion of labor employed would be as two is to five. Even ploughing under the grain would not produce such costly results.

2. A second promise most widely made was that there

THE NATURAL RESULTS of a college education and of consuming beverage alcohol are represented by divergently opposite poles.—GEORGE B. CUTTEN, President Colgate University.

would be no return of the saloon. This was definitely stated in high places. Permit me to quote.

"Furthermore, I am positive in saying that there must be some definite assurance that by no possibility, at anytime or in any place, can the old saloon come back."

"I ask especially that no state shall by law or otherwise authorize the return of the saloon either in its old form or in some modern guise."

"I say to you now that from this date on the Eighteenth Amendment is doomed. When that happens, we as Democrats . . . must rightly and morally prevent the return of the saloon."

Would not these be ludicrous if they were not so tragic? These statements were made by the gentleman who is now president of the United States, and under whose régime and advice repeal was brought about.

3. *A third promise was that there would be no more bootlegging.* On August 12, 1938, the *New York Times'* headlines proclaimed, "103 Indicted in Alcohol Ring, \$1,800,000 Tax Fraud Laid to Bootleg Combine." In 1939, federal agents, of whom there are more now than during prohibition, seized over 8,000,000 gallons of mash and nearly one-half million gallons of finished spirits and wine. That may be some index to how much they failed to seize. In 1938, Dr. Wesley A. Sturges, Executive Director of the Distilled Spirits Institute, told the United Restaurant Dealers Association of Manhattan that every legal distillery in the United States had at least 100 illegal competitors producing liquor. At that time there were 256 legal distilleries operating in the United States, which, according to him, would indicate 25,600 illicit distilleries. In 1939, the government agents actually seized about half this number; to be exact, 12,058; that is, they

seized 47 illegal distilleries for every legal one there was in operation. That is the way repeal stopped bootlegging. In 1934, Mr. Choate, federal director of alcoholic liquors, estimated that there was as much illegal as legal liquor being produced in the United States. This is probably not so now.

4. *A fourth promise was that disrespect for law would be halted and that there would be a reduction in crime.* During the prohibition era there was to be found a considerable body of women who shed large, wet, salt tears because prohibition was filling our prisons especially with those who violated liquor laws. In 1932—the last year of prohibition, arrests for drunkenness were 831 per 100,000 population—and then drunkards were much more likely to be arrested; in 1936, there were 1,665 arrests for drunkenness per 100,000—more than twice as many. In addition to these more than two million arrests for drunkenness, and numerous other infractions of state and local liquor laws, federal laws were continually broken. In 1937 the United States Attorney General said, "The number of commitments for violation of federal liquor statutes has reached 5,390, an all-time high, not even during prohibition were so many persons sent to the federal penitentiaries for infractions of the liquor laws." In 1939 there were 28,841 arrests by federal agents for liquor law violations. During this same year there were 18,219 convictions for these crimes, and on June 30, there were over 15,000 defendants awaiting federal grand jury or trial action. Yet these same women who wept so copiously on account of the crime wave produced by prohibition, are now serving cocktails, dry-eyed and smiling, perfectly oblivious of any crime. Even many sincere women were innocent victims of liquor propaganda and worked side by side with the brewers and distillers for repeal.

5. *A fifth promise was that there would be no drinking among young people, since retailers would be required to serve adults only.* Not long ago, a columnist in the New York Sun said, "The old saloon had its faults, but at its worst there never was any chance that you would have to fight your way through school girls to get to the bar." The Northwestern National Life Insurance Company found that three years after repeal the increase in rejections on account of drinking

in persons under thirty years of age amounted to 183% over 1932, and that drinkers among new policy holders under thirty years of age had increased 178%. The \$25,000,000 to \$50,000,000 spent annually in liquor advertising is mainly directed toward youth of high school and college age. In prohibition times there was no advertising, no popular appeal. The attempt is constantly being made to get John Barleycorn dolled up so that he will look respectable, but old John never lives up to the advertising, and is always showing his true self and disgracing Emily Post.

Of course, the advertising never deals with the true reason why people drink, *i. e.*, for the alcoholic effect. It is the flavor of the drink or the age of the manufacturing firm or the brand name or the reputation or some other incidental or unimportant characteristic! None are so honest as the English landlord a few centuries ago who advertised to make his patrons drunk for a penny, and dead drunk for tuppence, with free straw to sleep it off. When some of America's keenest minds are using newspapers, movies, and radio to entice youth to drink liquor, one wonders whether this nation is really interested in the welfare, prosperity, or morals of year after next.

6. *Another promise was that liquor regulations should be taken out of politics*; but, of course, liquor is just as potent an influence and as active a partner of politics as it ever was.

Well, they've failed on every count!

When you read the promises of the wets and compare the subsequent results, you wonder why Ananias was selected for special handling.

I have no apology to make for presenting this subject. I know of no theme more important economically, socially, and morally, and consequently educationally, than this one. We are no longer living in a day when men and women worked on farms from early morning until late at night, earning their living by the sweat of their brows. The only place one can sweat respectably nowadays is on the golf links. Then the nature of occupations, where constant physical toil, not requiring fine adjustments, was needed, enabled one to escape the effects of alcohol more readily. Now, in a city environment, with sedentary occupations so common, and keener mental ability so much in demand, alcohol drinking is a more

serious matter. No longer can the intelligent old horse supply the direction on the road which his muddled driver lacked, and if, when going four or five miles an hour, his driver directed the carriage against a telegraph pole, no particular harm was done. These are days of machines which must be intelligently directed, these are days of speed which brooks no unsteady or dilatory hand. Intricate and high-powered machinery cannot be handled by a befuddled mind, and our increasingly complex civilization demands, more than ever, a clear head.

The drinking of alcohol has changed from the problem of a personal habit, although it is still that, to one of a social menace. We used to hear a whimpering wail about personal liberty, but since repeal we have been schooled in the philosophy that personal liberty must be secondary to social betterment. It would be difficult to persuade any one of you that he should sacrifice his life on the highway because some personal flag flapper wants a drink. This is a time when the college student should think straight and individually upon the matter. He should think beyond social customs, he must think through skillful advertising, he ought to think past temporary flight, he must face the facts. If he has problems he must meet them and solve them, not run away from them. If he is having a good time, he should, at least, be in a condition to appreciate it and to enjoy it. He should every minute be captain of his soul.

I am speaking to you because I believe you should be leaders, and not a part of the 100,000 tons of human brains walking around in this country in various stages of disuse doing the habitual, or what someone tells them to do. You should typify manhood, and manhood means self-control. You should show courage of intelligent action, and not be led around by the hand by some inane and baneful custom which happens to be the vogue of the hour.

ALL MY LIFE I have been an abstainer; I wish that all citizens of Finland could say the same. Temperance work is necessary, and that among the young is essential because abstaining youth is an honor and a strong safeguard to the community.—Kyosti Kallio, President of the Republic of Finland.

NEW DISCUSSION OUTLINE

A new discussion outline for students of high school and college age has been prepared by D. Stewart Patterson and published by the Board of Temperance of the Methodist Church. The outline, called *Youth and the Pressing Problem of Liquor*, provides for a series of six discussions, each on a different phase of the problem.

The plan provides for discussion of the scientific background of facts and for the social application of them. Especially significant are sections IV and V, "Must We Drink" and "The Social Side of Drinking." The former considers the question of social pressure encouraging drinking and the rights of the abstainer, making a significant distinction between being *sociable* and being *social*. The latter raises the question of public problems created by private habits and asks "is personal control enough?" and "who is responsible?"

The outline is intended only as a guide to discussion, and therefore does not contain much source material, but ample references are listed with each topic. This feature makes it adaptable to the peculiar needs of almost any group.

Youth and the Pressing Problem of Liquor is priced at 25 cents and may be ordered from the Board of Temperance, Methodist Building, Washington, D. C.

GIVES LATEST SCIENTIFIC FACTS

One of the best scientific summaries of the effects of alcohol published in recent years is *Alcohol—Its Physiological and Psychological Effects and Their Social Consequences*, by Mary Lewis Reed, R. N. It condenses into a fifty-six page pamphlet the more important findings of scientific investigations.

Writing from a nurse's viewpoint, Miss Reed is interested not only in presenting the rudimentary facts, but also in giving them a social application. The keynote of her conclusions is, "Since beverage alcohol is the major narcotic problem in the world today, particularly affecting the public health in every country, we can best serve others by studying the scientific truth available on the subject and widely using such information to show that we believe in *prevention* (which is the chief aim of modern medicine) rather than in *cure*, and that we are willing to put our belief into practice by constant education on this point."

Miss Reed's conclusions appear to be the result of logical reasoning: she is never emotional or fanatical. She bases her scientific statements on writings by such authorities as Miles, Emerson, Benedict, Hisey, Weeks, and others. The opinions of many experts have been organized by her into a logical arrangement and clearly stated in everyday language. As a result her booklet is both authoritative and readable. An extensive index makes it valuable for reference purposes as well.

Alcohol—Its Physiological and Psychological Effects was originally published in the *Trained Nurse and Hospital Review*. As a booklet it already has a circulation of 35,000. Copies may be purchased at 15c each, 8 for \$1.00, by ordering from Mary Lewis Reed, Room 903, 486 Fourth Ave., New York, or from the Intercollegiate Association.

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THE INTERCOLLEGIATE ASSOCIATION

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EMBER
1939

THE
INTERNATIONAL

STUDENT

OF LIQUOR IN LIFE TODAY

In This Number—

WORLD TRENDS IN LIQUOR

STUDENTS OF FINLAND

QUESTION ALCOHOLIC CULTURE

MILK BARS IN BRITAIN

"LIQUOR IN LIFE TODAY"

ALCOHOLIC RELEASE



UNIVERSITY OF TURKU, FINLAND

SUMMER MEETING, 1939, OF THE STUDENT TEMPERANCE LEAGUE OF FINLAND

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THE INTERNATIONAL STUDENT

NOVEMBER, 1939

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HARRY S. WARNER, *Editor*

NOW APPEARING in the new popular "digest" form and size, THE INTERNATIONAL STUDENT contains twice as many pages and more material than it did in its previous form.

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World Trends In Liquor

By DR. EMIL HYNNINEN, Helsingfors, Finland

THE INTERNATIONAL Congress of 1939 (at Helsingfors, Finland) noted with satisfaction a general decline in the consumption of alcoholic liquors, especially spirits, since the world war of 1914-18. This decline was particularly marked in England, Holland and Denmark. But the decline does not imply, in the opinion of the Congress, that a struggle against alcoholism is no longer necessary. On the contrary new factors in the situation of today prove the opposite, while recent scientific investigations have helped to determine more clearly than heretofore the rôle that alcohol is taking as a social evil. The Helsingfors International Congress attempted to clarify and systematize these changes and the results of investigation in many countries. They may be summarized as follows:

That increased motor traffic has drawn the attention of authorities and the public to the dangers resulting from the general use of liquor. In former days, when the railway was the only means of travel, it was necessary only to insure the sobriety of operating officials,—train men and those in charge of mechanical operation of trains,—to preserve public safety. Today with a large proportion of travelers acting as their own "machinists," the figures that show danger are eloquent; danger in motor traffic from drivers under the influence of alcohol, not only to the drivers but to their passengers, other vehicles and pedestrians.

That the higher grades of young people in many countries, are abandoning alcohol and alcoholic customs. In this they are led, largely, by their interest in sport; they are convinced that alcohol is a deteriorating factor; also, that in these serious times, they are not free to dispose of themselves carelessly.

Condensed from *Alkoholiliikkeen Aikakauskirja* (Alcohol Policy Review), No. 3, Aug., '39, from Observations made during the International Congress Against Alcoholism by Dr. Hynninen, Director of the Alcohol Monopoly of Finland.

They dare not compromise their health by habits of living associated with liquor, since they owe the best they can give to their country.

That the facts today tend to show that cultural development among workingmen favors decreasing use of alcohol. Workers who enjoy better living conditions and shorter working hours have cultural interests that they did not have twenty years ago. The public house is no longer the poor man's club.

The Congress, however, does not believe that the work against alcoholism is finished. It is well understood that old customs and evil habits are difficult to eradicate. Much is yet to be done. Methods of teaching temperance and of conducting constructive public propaganda were carefully studied by the Helsingfors Congress. As to public control, the plan of placing the sale of liquor in the monopoly of a government agency, it was observed from the discussions that in the Northern European countries this system seemed to result in conditions regarded as more favorable to temperance, than private sale and management; but that in other countries, especially in Great Britain, contrary conditions were the result.

Liquor Use—Accidents—Decline

In New York, beginning with 1933 when beer and wine were legalized, and 1934, when spirits were legalized, consumption of alcoholic beverages increased tremendously, reaching a peak of 287,757,176 gallons in 1937. In 1938 the consumption of tax-paid liquor beverages decreased by 14,690,000 gallons, and the number of licenses for retail drinking places, from 25,935 in 1934, to 22,042 in 1937 and to 21,473 in 1938. State revenue from liquors decreased over half a million dollars in 1938 as compared with 1937.

With less liquor being consumed there were fewer of the adverse social effects that follow drinking, such as a 28.2% reduction in accidents caused by intoxicated drivers, as reported by the Department of Motor Vehicles, and a 9.7% reduction in all motor accidents. "It is an established fact," says the N. Y. Department of Motor Vehicles, "that alcohol, even in small or moderate amounts diminishes attention and control on the part of the operator, affects reasoning adversely and seriously retards ability to make movements dependent on rapid and accurate coördination. Vision is affected and all normal reactions are slowed down perilously."—Condensed from *Anti-Saloon League Bulletin*, Oct. 7, '39.

Students of Finland Question Drink Culture

THE SUOMEN AKATEEMINEN RAITTIUSLIITTO

TO CREATE A CULTURE free from alcohol" is the aim of the Y. R. Y., one of Finland's most popular youth movements, and its companion organizations. The Y. R. Y. is made up of university students and promotes study of the alcohol problem and encourages the students to take an active part in the anti-alcohol movement.

Finland's cultural and social leadership comes largely from graduates of the nation's two universities, the University of Helsinki and the University of Turku. For this reason, the Y. R. Y. (Ylioppilaiden Raittiusyhdistys, or Students' Temperance Society) gives special emphasis to the development of alcohol-free social customs among students. As early as 1903 the society had influenced the student body at Helsinki to abolish the serving of spirits at the "Old Students' House," a student-operated social center. Y. R. Y. was established in 1886, and now has a membership of 508 in the two universities.

Since 1923, the Y. R. Y. has added to its work among students an extension program for the purpose of providing education about alcohol in rural communities and in the army. Many students spend their vacations in this work, and student stock companies frequently tour the country with educational plays on the liquor problem. Another important summer activity is the conducting of student conferences, one of which is pictured on the cover of this issue of the INTERNATIONAL STUDENT.

Affiliated with the Y. R. Y. are the S. O. N. R. (Finnish Temperance League of Studying Youth), an organization for high school students, the J. Y. R. Y. (Temperance Society for Students of Jyväskylä), a special organization for students at the Teachers' College at Jyväskylä, the A. R. S., (Academic Temperance Society), for university alumni, and the S. A. R. L. (Academic Temperance League of Finland), a research organization.

The S. O. N. R. does for high school students what the Y. R. Y. does for college students. It prepares publications especially for them, sponsors summer conferences, and conducts special local projects, such as contests, questionnaires, and sports events. It gives annual competitive examinations to test the knowledge of high school students about alcohol.

The Jyvaskyla organization specializes in teaching facts and educational methods. The need for anti-alcohol education is felt by nearly all of the youth preparing to teach in Finland's elementary and secondary schools, for 95% of the Jyvaskyla students belonged to the J. Y. R. Y. at the close of 1938.

The A. R. S. was founded in 1931 to provide a means of activity for Y. R. Y. members after they had finished their university work. It encourages university alumni to use their prestige and influence for the establishment of non-alcoholic social customs.

The S. A. R. L. is devoted largely to research. The results of its research are published in a quarterly magazine and in occasional books. It also publishes a paper for students (*White Cap*) and a year-book which covers the work of all the organizations mentioned. In 1938 the S. A. R. L. conducted a summer course of thirty lectures on the alcohol problem from the psychological and educational points of view.

The student and youth societies of Finland promote social customs that are free from dependence upon alcohol for enjoyment. This program grows out of the assumption that the attitude of educated people, especially those with university education, is of decisive importance. From this group come the leaders in research and in the temperance movement; also, those who lead and popularize the customs that have so much to do with every-day living. This makes work among those with university education, not only difficult, but very important. It is believed that the movement to establish a culture free from alcohol can not be led to success without their support.

THE INTEMPERANCE of the saloon was the least objection to it. It was the breeding place of crime and immorality and vulgarity and profanity of every description. It was the rendezvous of the immoral and criminal element. Its effrontery was unparalleled.—United States Senator Carter Glass, Virginia.



A GROUP OF OFFICERS

INTERNATIONAL STUDENT ANTI-ALCOHOL CONFERENCE
UNIVERSITY OF HELSINGFORS, FINLAND, JULY 30, 1939

CENTER: LEFT, A. LOHIKOSKI, FINLAND

CENTER: RIGHT, DR. C. C. WEEKS, GREAT BRITAIN

THE sixth International Student Conference Against Alcoholism and the twenty-second International Congress Against Alcoholism were held in Helsingfors, Finland, July 30 to August 4. Seven hundred delegates attended the Congress as a whole. The student section meeting on July 30 discussed topics of special interest to college and university students in the nine nations they represented.

The student conference gave special attention to the problem of encouraging coöperation among students of different nations who are interested in the anti-alcohol movement. At their business meeting they voted to strengthen the organization of the World Student Federation Against Alcoholism, which is to encourage coördination of the programs of student groups in various countries.

Resolutions made by the student conference favored "better relations between the students and teachers . . . in each country in order to make the cultural life free from alcohol" and the development of a "social feeling of responsibility" in the movement on the part of students and university alumni.

The International Congress received reports of new research on the alcohol problem and compared techniques and objectives. Among the topics considered were "Alcohol and Muscular Energy," "Alcohol and a Higher Standard of Living," "Alcohol in its Relation to Industrial Efficiency and Medical Science," and "Forms of State Participation in the Fight Against Alcohol." The congress observed the Frances Willard centennial with a special memorial session.

The Finnish government showed interest in the Congress by granting 200,000 marks toward its expenses. President Kyosti Kallio gave a reception for delegates at his Palace and the Finnish Prime Minister attended the opening session of the congress.

HAVE YOU EVER KNOWN A—

MAN to lose his job because he drank too little?

DOCTOR to advise his patient, "Your chances would be better if you had been a beer drinker"?

EMPLOYER seeking a man for a responsible place to say, "Give me a drinker every time"?

WIFE to explain, "My husband would be the best in the world if he would drink more"?

HUSBAND to say his wife would be a better mother to the children if she spent more time at the cocktail bar?

DEFENDANT in a court to seek acquittal with the plea, "If I had been drunk I would never have done it"?

INSURANCE COMPANY to offer reduced premiums to drinkers?

VALUE of a business or home to rise when a tavern is opened next door?

COMMUNITY that listed its saloons, taverns and bottle stores, among its advertising assets?

CHIEF OF POLICE who advocated more liquor-selling places as a means of reducing crime?

IF NOT, WHY NOT?

ON NOTHING have I expressed myself with firmer conviction than on radio advertising of alcoholic beverages. In principle it is wrong; in practice it is piling up mountains of trouble for the short-sighted manufacturers who use it.—W. S. Alexander, Federal Alcohol Administrator, in address to National Alcoholic Beverage Control Association, Sep. 6, '39.

WHAT IS WRONG WITH LIQUOR ?

By EDWIN H. MAYNARD, Cornell College, '38

THE RECENT campaigns by the liquor industry designed to minimize the bad effects of liquor have come as a surprise to many persons. This policy, pursued by both individual concerns and trade organizations, attempts to prevent drinkers from driving, to reduce excessive drunkenness, and to make taverns less offensive.

Though this attempt is a reversal of the traditional attitude of the liquor interests, it is not illogical. Not even the greediest distiller or the most ardent champion of "personal liberty" actually desires an increase in automobile accidents, social disease and crime. Those interested in the continued use of liquor have now begun to realize that if they can prevent those evils from occurring, they will have eliminated one of the most popular arguments against it.

The popularity of this argument among opponents of liquor has caused the entire controversy to center around the universally unwanted hazards rather than about the intrinsic nature of alcohol. "Drys" argue that the evils can never be separated from drink, therefore alcohol must be banished. "Wets" argue that alcoholic pleasure does not of necessity cause accidents and disease, and are now trying to prove their point by self-imposed control. The question of whether alcohol is, in itself, good or bad, often is overlooked.

Since a person trying to decide whether or not to take a drink is more apt to ask himself "Will a drink make me feel better?" than he is to ask, "How will this drink affect the death-rate statistics of Hatrack county?" it is time someone raised the basic question, *what is wrong with liquor?* If liquor is objectionable, is it only because of the peril it constitutes to health and morals, or also because its use is a manifestation of the "something-for-nothing" philosophy? People do not drink because they want to cause automobile accidents. They drink because alcohol offers certain forms of pleasure for a minimum of exertion. This "alcoholic pleas-

ure" is the chief reason for the use of liquor, and any challenge to liquor's place in society must concern itself with the motives which lead people to seek that form of pleasure.

Something of the strength of these underlying motives may be seen in the case of the physician who knows the indictment of medical science against alcohol, but who believes the pleasure he derives from liquor is worth the risk to his health. The otherwise respectable citizen who patronized bootleggers and coöperated with gangsters during prohibition demonstrates the value which he placed on alcoholic pleasure. When men and women make choices such as these, we realize that people do not drink simply because they "like the taste of it" or because "all my friends do it."

The powerful motive beneath all excuses given for the use of liquor is a desire for euphoria. This sensation is the only thing given by liquor which cannot be obtained in other ways, for alcoholic content is its only claim to distinction. Would a person drinking for taste alone deliberately choose the sour flatness of beer or the sting of a highball? Would a normal person run all of the risks of alcohol simply to be sociable if there were no other end than sociability? Even victims of the "liquor habit" are not subject to a physical habit, but rather to a mental habit of being intoxicated, so that the mind does not feel normal except when it is drugged by alcohol.

Euphoria, which holds a place of such high esteem in the judgment of drinkers, is an illusion of well being. It is a result of the paralyzing effect of alcohol on the brain, and the extent of paralysis varies in direct proportion to the amount of alcohol in the blood.

The first step in euphoria is a feeling of excitement, often mistaken for a sign of stimulation. As alcohol begins to paralyze the brain, the sensory responses slow up and the individual's capacity for reason and judgment are impaired. When the mind is thus dulled, the outside world appears to be correspondingly more fast and gay. Jokes that the normal mind would find rather stupid seem the height of fun to the mind partially paralyzed by alcohol. Aimless activity appears to be very meaningful and exciting.

Excitement is found only in the earlier stages of intoxication, for as more and more of the mind is paralyzed, the indi-

MILK BARS IN BRITAIN

By HENRY CARTER, London

THE ORIGINAL conception of a bar specializing in milk was Australian, but during the last four years it has been fostered in England and Wales by the Milk Marketing Board.

England's first milk bar was opened in London in August, 1935, and proved an immediate success. By December there were four in London and one or two in provincial towns.

At this point the Milk Bar Advisory Department of the Milk Marketing Board launched an active campaign of development. The catering trade, dairy trade, and private individuals with capital were all contacted with the result that by June of the following year, after only nine months, there were over 70 milk bars in the country. In addition, there were nearly a hundred small bars in department stores and over 200 "café bars," small units in cafés or other shops.

By June, 1937, these figures had doubled. Today there are 500 fully equipped milk bars, 600 "café bars," and nearly 200 bars in department stores. There are 30 mobile bars for use at special events.

It is calculated that no less than eight million gallons of milk annually are consumed by milk bars in England and Wales, which represents more than 160 million individual customers served. Four thousand people are employed in the industry, which has a capital investment of four million dollars.

Most popular drinks are milk shakes in summer and hot milk soups in winter.—Condensed from *The Voice*, Washington, D. C., May, 1939.

vidual becomes drowsy and his senses are further dulled so that he becomes inactive and more or less oblivious to activity around him. If the per cent of alcohol in the blood increases further, the mind becomes completely paralyzed and stupor results.

Throughout the progressive stages of intoxication, the mind, and consequently the body which it controls, becomes increasingly relaxed. Tension is relieved and response to stimuli is

slowed. The person enjoys a genuine relaxation. Parallel with this relaxation is an escape from worries or responsibilities of normal activity.

It is for these three results of euphoria—excitement, relaxation and escape—that men are willing to violate laws of health, of safety and of society. They know that these essentials to happiness may be obtained at the price of those risks, and they choose to pay the price.

If the taking of those risks were humanity's only access to excitement, relaxation and escape, it would be a cruel society which would prevent or make it difficult for its members to obtain them. Under such circumstances the logical procedure would be to make liquor available to as many as possible, but to try to minimize the risks as much as possible—the very program which liquor interests are now proposing.

Alcohol, however, is not the only recourse in our search for excitement or relaxation and escape. It is simply the easiest of a number of possibilities. Every other avenue to excitement demands activity, or intelligent observation of activity. Alcohol can drug a person to excitement while he loafs in an easy chair. Other methods of relaxation require some restful activity, or the provision of comfortable and quiet surroundings. With alcohol, one can relax on a stone sidewalk or in a noisy barroom. Most avenues of escape from grinding routine or heavy responsibility demand even more absorbing activities than does relaxation. Again alcohol offers a quick and easy solution.

In attempting to solve the liquor problem, therefore, we must consider the basic philosophy of the alcoholic short-cut as well as the dangers which beset such a "short-cut through the woods." As individuals, as a nation, and as a society we must decide whether the alcoholic short-cut to excitement, relaxation and escape is better than the longer, but more constructive means of obtaining them. A mere elimination of the dangers that lurk in the woods is not enough. We still must decide whether any short-cut is desirable.

Our social habits and mores of today say, as they have for centuries, that the quickest and easiest way is best: "take the

(Continued on Page 62)

Liquor In Life Today

*Seek the Truth
Come Whence It May
Lead Where It Will*

Tavern-Saloons vs. Movies

The per capita weekly attendance at moving pictures in 1930, before "taverns" were re-legalized, was 90% of the population; today (1939) it is 65%.—American Business Men's Research Foundation.

ALARGE PART of the money which will go to saloons for beer and beer taxation will come out of the movie business. The movie business never took such a spurt as it did when saloons were closed. . . . The millions of nickels that used to slide over the bar for a seidel of beer and the millions of dimes which used to be spent in rushing the growler began to pour into movie theaters. The man who earned a living by the sweat of his brow then began to take his family to the movies instead of soaking up the brew of the nation. . . .

The saloon will not create one single dollar of new money. It will simply mean that the dollar which has been spent on the movies and on semi-luxuries and some on necessities will be, in part, spent somewhere else.—CARL LAEMMLE, President Universal Pictures Corporation, in a broadcast "Saloons Would Wreck the Movies," Dec. 24, 1932.

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Task in Social Hygiene

We have reached a stage where we know something of the cost of syphilis and gonorrhea. We have adequate remedies for their treatment. We know procedure that can protect many of the innocent. The problem is simply one of how to get started with the proper campaign and how to carry it on over the years in order that these diseases may be made at least rare, rather than common.

The spirochete and gonococcus love darkness and evil, they are fond of dirty places, they like alcohol. Ignorance, poverty and immorality help them to spread. The so-called tavern mixes a lot of things besides drinks.

At the present time, in spite of increased information, we have new difficulties in connection with the control of these diseases. The family has become less significant, new freedoms have been given to youth, women have left the home and engaged in industry, and we have had certain changes in social customs so that women are now free to enter

bars and drink openly. Woman suffrage has given equal rights with men to sit at a bar. Some years ago I saw the effects of this great social change in Edinburgh and Glasgow where the degradation of women in regard to the use of alcohol was a horrifying sight.—RAY LYMAN WILBUR, M.D., President American Social Hygiene Association, condensed from address; Committee of Fifteen; reprint from *Union Signal*, Aug. 12, 1939.

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"Let's Use Sense"

Let us attack liquor from the standpoint of plain common sense. There has been too much heat and not enough light. It has never heightened any man's respect for himself or the respect of others for him.

Any man who drinks to make a sale in business, any woman who drinks to establish a social position, any parent who teaches a child to drink so the child may have access to certain society, is a fool. When a man deliberately sets out to manufacture alcohol, he is in the same class as the man who deliberately sets out to manufacture machine-gun bullets, which may kill his own children.

It is inevitable that prohibition must come back. Slavery had to pass, war will have to pass, the problem of alcohol is destined to be solved, simply because humanity can't tolerate it.—DR. J. L. FENDRICH, Professor Southeastern University; *Wash. Daily News*, Oct. 19, 1939.

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Swiss National Exhibition

A National Exhibition, sponsored by the Swiss abstainers' organizations, was held in Zurich in July. Planned to give publicity to their cause, the exhibition was participated in by an estimated ten thousand non-drinkers from all parts of Switzerland.

Most spectacular was the parade, in which the whole ten thousand marched through the streets. Fifteen abstainers' bands, with 400 musicians, provided music; many groups prepared floats; others carried banners and placards.

Symbolizing the unity of the nation in this movement, addresses were given by representatives of French and German Switzerland, by a Socialist leader and by a woman.

Of special interest to visitors at the Exhibition was Zurich's new temperance restaurant—a rare thing in Switzerland. The restaurant is operated by a women's organization to encourage the use of milk and fruit drinks with meals.—ROBERT HERCOD, Lausanne, Switzerland. (Condensed from special release.)

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Cider in Switzerland

Sweet cider is well on the way to becoming, along with milk, the national Swiss drink. Cider and other unfermented fruit drinks are growing in popularity under the promotion of groups seeking to substitute them for popular use of beer and wine.—ROBERT HERCOD.

Do Not Read if Allergic to Out-bawlings

On a summer afternoon two boys aged eight and ten sat on the back porch with a can of gasoline. By accident one found that by placing his nose over the opening in the top of the can and inhaling, he became dizzy. The other boy tried it and a game started. The boys made themselves dizzy and then staggered about the back yard and talked in a very silly manner. When the effect wore off, they went back for more.

The game lasted until Mother saw them, came into the yard, and gave each a resounding slap.

On this same afternoon, the fathers of these two boys stood at a bar and treated each other to alcoholic liquids. They, too, became dizzy and talked in a very silly manner.

One stunt was childish. The other stunt was mannish.

The childish stunt didn't cost anything. The mannish stunt required money that could have been spent for baseball bats or fishing trips or a week at a scout camp.

The boys were slapped down. The men bragged about their cleverness.

Public drinking for the purpose of *showing off* or for the purpose of becoming *dizzy and silly* is just as ridiculous as the game of smelling gasoline cans, but our very intelligent men and women choose not to admit it. Why not drink your alcoholic beverages in the same temperate way you drink your tea, coffee or tomato juice? If you need alcohol for medicinal purposes, why not take it in the same way you take your soda pills or your liver tablets? Why put on asinine displays comparable to gasoline-can smelling?

It isn't any smarter to buy a man a drink than it is to buy him a piece of pumpkin pie or a new pencil or a pair of shoes. It is a sad commentary on social education to find it necessary to admit that men proudly announcing themselves as possessing B.A.'s M.A.'s, and Ph.D.'s conduct themselves as do small boys on back porches.—RAYMOND E. MANCHESTER, Dean of Men, Kent State University, Kent, Ohio, in *Saturday Letter*, Oct. 21, 1939.

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Margin of Public Safety

The laboratory investigator can now say that, when the concentration of alcohol in the blood is below 0.05 per cent, virtually nobody shows effects that would make for unsafe driving. Over 0.15 per cent, virtually everybody is incapable of driving a car safely. Between these two, individual differences show up strongly. As much as 0.1 per cent, double the safe toleration point, will not affect some persons. Others are as badly affected with as low as 0.07 per cent.

If the dividing line between presumptive sobriety and presumptive inability to drive safely is set where it will include everybody regardless of "drinking capacity," the driver will have his own responsibility put squarely up to him, without any chance for special pleading and for the fumbling efforts of policemen and judges to decide whether he was drunk. *Public protection demands a wide margin of safety.*—DR. HOWARD W. HAGGARD, M.D., "Drivers Who Drink," *Good Housekeeping*, Oct., 1939.

Increasing Drunkenness Among Women

The percentage of women arrested for drunkenness and for driving while intoxicated, was three times as great in 1938 as in 1932. This statement is based on a study of finger print records of the Federal Bureau of Investigation, of persons arrested or committed to penal institutions. — LAURA B. LINDLEY, Research Secretary, Anti-Saloon League, Oct. 7, '39.

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Not the Wind, But—

In the three years since it opened, 27,000,000 cars have crossed the San Francisco-Oakland Bay Bridge. . . . There have been 106 traffic accidents. Eight people have been killed in smashups. . . .

The wind blows mightily across the bridge, and it is often hard to drive in a straight line. Friends tell me many collisions are caused by this. The bridge people say no.

Most of the accidents are after midnight, in cars going east. Which means that Oakland drivers who have been partying in San Francisco during the evening cause most accidents. — ERNIE PYLE, columnist, *Washington News*, Oct. 27, 1939.

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Liquor Finance in 1939

For the second consecutive year there has been a decline in production and consumption of alcoholic beverages, with the exception of wine. In the fiscal year 1939, the per capita consumption decreased by about one-half gallon, the same decrease as in 1938. The economic situation and restrictions adopted by states and local communities both played their parts in this reduction.

Per capita consumption of alcoholic beverages, as shown by reports of the Internal Revenue Bureau based on tax-paid withdrawals, has been as follows: 1933, 1.69 gallons; 1934, 8.35; 1935, 11.18 gals.; 1936, 13.00 gals.; 1937, 14.83 gals. (the peak year since repeal); 1938, 14.30 gals.; 1939 (preliminary), 13.78 gals. Despite lowered consumption, the revenue received in 1939 increased \$20,000,000, due to higher taxes on distilled liquors. The annual national expenditure for alcoholic beverages at retail was estimated to be \$4,500,000,000, one and one-half times as much as was spent for recovery and relief by the Federal government.

Appropriations to enforce national prohibition, previous to and including 1926, were below \$10,000,000 per year; the highest, in 1932, was \$15,547,444. Since repeal the Federal government has spent to supervise the production of alcohol and to suppress illicit liquor through the Alcohol Tax Unit practically the same as that formerly used to enforce national prohibition, and, in addition, the Federal Alcohol Control Administration has made expenditures ranging from \$14,300,000 in 1934 to \$12,332,000 in 1939. — *Bulletin, Anti-Saloon League*, Oct. 7, 1939, Condensed.

Alcoholic Release and Expression

A Study in the "New Understanding" Series

By HARRY S. WARNER

TO SEEK PLEASURE in the sensations that come from alcoholic drink—the world's most popular narcotic—is a world old custom. The emotions and sense of release that it offers, freely to all, seem highly desirable, even necessary, after frequent experience with them. Notwithstanding its well known dangers, alcoholic pleasure is persistently sought by vast numbers of people for personal enjoyment, and occasions of social contact.

But the sense of satisfaction it offers may well be given realistic analysis. What it is, scientifically? how it works out into everyday living? These are factors of the liquor problem that should be more widely understood than they are today. For it is well known that alcoholic pleasure and alcoholic culture have characteristics of their own; that their functioning and consequences in social, community, and national life are distinctly different from those of other means to recreation, social pleasure, and amusement in common use.

The cult of alcoholic pleasure may be examined from the view-points of (1) scientific research; (2) modern psychological understanding; (3) the history of how men came to count upon it as much as they do; and (4) how it "works out" in practical every-day living.

For liquor may be a "gift of the gods" or a poison; a boon to mankind offering easy surcease from care or a constant danger to mind and body; a source of temperate enjoyment, or of immeasurable intemperance and excess; yet it is popular. Whatever it is, vast numbers freely accept its well-known risks for what it brings or what it seems to bring. A better understanding of its character and consequences is well worth seeking. How it behaves in society and in the average, long-run of human living. "The proof of the puddin' is in the eatin'," and the pragmatic test of how a social practice or an

ideology in the large tends to influence human living is the realistic test that means most in the present age.

First, the scientific verdict in the main is clear; regular drinking and heavy indulgence are not and can not be defended. Drunkenness is condemned. Alcoholic pleasure that goes to the extent of intoxication, although condoned in many circles of society, finds no scientific ground on which to stand, and the uncontrolled and heavy drinker are now known to be, often if not usually, people with unusual nervous or emotional characteristics. But the real problems connected with alcoholic pleasure arise when what is called "moderate" indulgence is questioned. Many factors in addition to the action of alcohol on mind and body, such as differences in individuals, in conditions under which drinking is done, in alcoholic content, and in relation to food, modify the effects of ordinary drinking.

With these background factors taken into account the following statement, summarizing the results of recent scientific investigation for the International Congress Against Alcoholism at Helsinki, Finland, in August, 1939, may be accepted as most recent:

"Weak doses of alcohol produce effects on the central nervous system tending to a lessening of the control of the higher over the lower centers, so that the coördination of the movements is less accurate, the quality of work is impaired, fatigue makes itself felt sooner. Even a weak concentration of alcohol in the blood has a depressive influence on all forms of nervous activity, on all the possibilities of realization of the human being."¹

Alcoholic pleasure, therefore, resulting from use of the milder liquors in ordinary "moderate" amounts is not free from scientific criticism. Accompanied as it is by a loss of control by the higher brain centers over the lower; by inaccurate coördination of physical movements; by inferior quality in work and thought, *it moves continuously in a downward direction*. Every form of nervous activity—muscular control, emotional control, thought production and control—for the time being are depressed, function on a lower-than-normal scale.

Second, the explanations offered by modern psychologists,

seeking motives that lead men to alcohol, show that the satisfactions gained from it are substitutional—unreal—not those needed or really desired. They are largely a delusion, they satisfy no basic need or urge. The sense of release and ease they bring are temporary, at best. Alcohol removes no cause of ill-feeling or inferiority. It does not like play, or change of employment, bring natural relief to tired nerves, brain, and overwrought emotions. It does not redirect constructively the “inferiority complex.” Its pleasure at best is artificial, narcotic.

As Miles points out, “the fundamental drives of the organism”² have been given “full rein.” The intoxicated person is a primitive animal. He has reverted to childhood or the childhood of the race. Summing up recent results of scientific observation, Haven Emerson concludes that “the chief effect of alcohol, in whatever dose or concentration it may be ingested, is upon the functions of the brain—those functions which express the will, the emotions, memory, attention, thought, intelligence, and judgment, as well as those which control muscular and sensory functions and the coördination of the one with the other.”³

It is to obtain the lower grade emotions and states of consciousness that accompany this action on the brain that alcohol is taken. As Miles says, to secure “a change in subjective affairs.” The change, beginning with small amounts, increases the concentration of alcohol in the brain. The change often will not be noticed by the user, even when obvious to the on-lookers. It is characteristic of drinking groups that friends condone the state of the one who is drinking more freely than they are. They recognize his temporary incapacity, and protect him from those who might take advantage of his lowered and childish intelligence. But those who are not his friends, “the shrewd and unprincipled, have universally hit upon the technique of doing business or playing games for profit with a well-filled glass at their opponent’s elbow.”

The “Lift” It Brings

The sense of uplift and emotional release that comes as alcohol surges through the blood vessels of the brain is of many varieties.

(1) The sense of freedom from anything that ordinarily restrains. This is marked in the conduct and conversation of drinkers in every-day situations. "My brother was a world war soldier," remarked a restaurant waiter to another, "but he never talks about his experiences; they were too horrible. But when he gets drunk he tells them thrillingly; he acts the part, talks French and orates brilliantly."

(2) "Drinking has to do with feeling different. If you do not drink for a kick, a punch, a sensation, you do not really drink," writes a moderate drinker. "I myself drink for change, liberation, let-down, and forgetfulness—as well as for talk and companionship. Recently I went to a party in the home of young friends. It was a party with too many men, worthy and dull young men. Now see what alchemy has drink. No one got tight. No one was unseemly. But, thanks to plenty of drinks, we passed a pleasant, even a gay evening. We found points of contact and something to say . . . had we been sober, we should no doubt have been mute as eggs . . . How much of a price did we pay next day for a not very good party? I know my hostess called me up to say she had the 'jitters,' and her husband a 'hangover.' I know a number of the worthy, dull young men had been doing a hard-shot of drinking before they came. I know that I awoke with that stuffy feeling."⁴

(3) The feelings it stirs up initiate changes in the personality. A writer, learning "to sip a little claret with meals . . . pretty soon a glass of champagne . . . then a thimbleful of brandy," now has "the habit of taking that short-cut out from worry, fatigue, and discouragement . . . of drifting into an unreal world, where I feel young again, and strong, and gay, and charming . . . shed my own personality for one far more agreeable."

(4) Another is the release from all those normal controls and emotions that ends in semi- or complete delirium. As the above writer concludes, "I have known in later years what it is to 'pass out'; to wake up horribly ashamed and sick and frightened."

Seeking expressions from drinkers as to their own opinions why people drink, a newspaper reporter includes the following as typical: "I drink to be sociable." "I love the taste of

mellow Scotch." "I drink to relax." "To have fun, to forget my own shortcomings and those of my companions." "To recreate the idyllic attitude of pleasure in the world." "To restore the trusting outlook on life." Another enjoys "smart cocktail lounges, subdued lights, and not too purposeful conversations." An artist "does not want to drink," does not like wine, cocktails, nor highballs, but to be successful "must be agreeable to many persons who, without the lift of a cocktail or two, would be complete bores." One can't decide whether it's "nobler in the mind to drink and enjoy yourself at night and suffer in the morning, or to rise happy with the lark and be bored at night because you do not drink." To others, "drinking is a pleasure, abstinence a pain."

A business man relates the following experience of a friend. During the first year of the depression, when his business fell seriously, he began resorting to alcohol to brace his spirits and relieve the worry. There came a time "when he took a drink in the morning because he was jittery and the jitters he knew were different from business worries because they seemed to come from the previous night's indulgence. One day, even though his business had begun to pick up, he found that he could not stop."⁵

"At the Löwenbrau you drink joyfully, eat innumerable radishes and finally find yourself in merry conversation with the people at your own table, the people at the next table, and at tables all over the room," write American travelers in Germany. "It always happens that way in München. And it invariably turns out that somebody has a cousin in Jersey or a sister in Chicago and before long everybody is singing softly under cover of the bassoons and feeling vastly contented with himself and the company he is in. That then is what is meant by *Gemütlichkeit*! Incidentally, Löwenbrau's . . . has been doing business at the same stand since the fourteenth century."⁶

Needless to say, sharp differences in opinion prevail as to the value of alcoholic pleasure. Vast numbers depend upon it for a part, or for all, of their daily relief from worry, for emotional release and social fellowship. On the other hand, the most intelligent and socially minded seriously challenge its usefulness today, whatever rôle it may have played in the

past. Few deny that it yields enjoyment; nor can any observing person fail to see the misery found wherever it is used freely—misery enough to classify it with war as a source of human degradation. Thus, people in every modern nation seriously question its use.

Alcoholic Regression

The prevailing differences of opinion suggest the inquiry, "What is the place of alcohol in life today?" On the one hand, mild states of alcoholization are tolerated by some, looked upon with favor by others, and actively championed by a few. From this point of view, heavy states of intoxication are (1) permissible, (2) a matter of jest, or (3) of no importance, merely an incident and a mark of personal weakness. To these, a state of narcosis is something to be desired, especially after a day's work, or when there is a need for a "let down." Under the influence of alcohol "the worries of the day fall off like a garment"; difficulties and serious matters are left till the morrow, and the present is all that matters.

On the other hand, alcoholic release is not real. Its apparent stimulation is actual depression; the sense of freedom that it brings is a triumph of the animal urges over the mental and moral. Alcoholic joy, as psychologists now explain it, is that of a slip-back for the time being of the self in its effort to improve, and of the race in its struggle toward maturity and effective social living. The intoxicated person reverts to childhood emotions and childish behavior, such as prevailed in the childhood of the race. Undisturbed by mature evaluations, he enjoys his feelings of aggrandizement; he is too sure of himself, too self-important to estimate his surroundings in accord with reality. "One of the most certain psychological results which alcohol confers upon its host is the sense of self-sufficiency." Doubts drop away, caution flies to the winds, discrimination is dulled, and the ability to judge is blunted. The drinker becomes too free in manner and conduct. With frequent or heavy use, these characteristics tend to become permanent. The shift in character is gradual until the personality becomes disjointed, irresponsible, slovenly, and loses its regard for social standing. Alcohol, in time, puts its mark upon

the most valuable part of human life—the character of the personality.

Exaggerated Self-importance

Every-day samples of intoxicated self-importance are abundant—the loud talker on the late evening street car, the tipsy pedestrian insisting on crossing the street when he chooses, the usually-quiet guest at a party who, after a few drinks, tells everyone how and when to play. Or, a Congressman, driving through the streets of a neighboring city, drinks from a whisky bottle. Cautioned by a friendly policeman, he exploits his self-importance, becomes abusive. His alcoholic egotism leads him into low grade conduct. One automobile driver, interpreting the action of alcohol on himself, says, "I know what it is like to drive, dead sober, at seventy-five miles an hour. But I also know that at half that speed, two whiskies at most can play the very devil with one's sense of judgment. That exaggerated self-confidence and impaired responsibility at the wheel result from a small quantity of alcohol, without there being actual drunkenness, is by no means a myth. I have proved it for myself—and on myself. This is why I walk home . . . or make certain that I keep sober and am the only member of the party who does any driving."

Exaggerated self-importance is marked in the early stages of drinking. The shy become courageous, speak freely; the reserved burst forth in moving emotion, song or hilarity, becoming spotlight heroes; the timid shout and laugh; the wall-flower blossoms into a centerpiece. These sensations of abandon are new and delightful experiences; the tipsy man at the party, on the street car, or in the saloon is always important in his own eyes, and makes himself by "nuisance value" important to everyone. The old story of the rabbit, fleet of foot and full of fear, which after one drop of a famous whisky would stand up on his hind legs and slap a bulldog in the face, or the tipsy mouse that defied all the cats in the neighborhood, is everyday experience among men.

To gain a sense of importance through narcotic rather than natural means is not merely artificial, it is injurious. It side-tracks or misdirects one of the greatest sources of human energy—the confidence and renewed strength that come from

actual accomplishment. The cult of liquor greatness is an illusion and a tragic deception.

Has Developed a Culture

Third, the social habit of utilizing the "kick" in alcohol as a means to personal and social pleasure has consequences that are vastly different from those that follow the usual and natural means to the same ends, such as recreation, play, music, food and non-alcoholic drink. For alcohol initiates and develops quick changes in personality and conduct that are significant in themselves, and that lead to yet greater changes. Intense, vivid, exotic, the experiences that have come with alcoholic pleasure through the ages have brought into modern life a culture that comes ordinarily with stages of intoxication. Deeply ingrained in literature, tradition, and social customs, it may well be called a cult of intoxication.

The emotional and social experiences that have been connected with alcoholic drink, from savage cult to modern culture, have given it a well-established place in society. It is outstanding in the history, literature, traditions and customs of practically all the races and nationalities that make up modern peoples. From historical as well as practical observation it is clear that alcoholic pleasure has an appeal that is not only powerful, but also different in quality from the appeals of necessities—food, drink, companionship—and also from the urge for luxuries and pleasures.

The first experience of each individual is usually the result of social influence—the invitation of a friend, the fear of appearing unlike others, the desire to be a "good sport," the pressure of group practices, or the public attitudes and suggestions implanted by the trade through newspaper, radio, magazine and moving pictures. The expansive, inhibition removing action of alcohol on the emotions increases the desire for the presence of other people with whom the sense of elation may be shared. For ages this has given it a place at feasts, dinners, banquets, or social clubs; among savages of the forest, or at diplomatic and college dinners. It makes men feel and act friendly and sociable without regard to how or what happens afterward.

Impressive indeed is the satisfaction gained in the emotionalized atmosphere of a highly desired social gathering. A banquet table with shaded lights, tall tapering candles, shimmering silver, and sparkling glasses. Gayety and humor, brilliancy and wit ripple exuberantly with the flowing wine. "Oh do come out," said a modern hostess. "We want you for dinner. We will have Mary and her husband, too. Mary is such fun when she has a drink or two. We'll have a good time for one long night, anyway."

A Cult in Phantasy

The culture of liquor is a cult of phantasy. Gratifying certain human desires, the craving for self-expression, for heightened emotion, for relief from monotony and the "just ordinary," alcohol seems to aid the inner self in its never-ending struggle to escape from restraint or discomfort. This it does, not by reducing the cause of unhappiness, but by stupefying the perceiving centers of the brain, leaving the causes undisturbed. The satisfactions are not merely artificial, they are unreal and deceptive.

While there are other drug short-cuts that serve similar purposes, none are so widely used or have such general effects on great masses of people as have the popular alcoholic liquors. Other narcotics act more quickly, change personality and character more disastrously, but alcohol is the most popular way to narcotic pleasure.

Its forms of interesting sensation, direct from "the radiant core," have long been welcomed, while social institutions and customs have grown up to utilize and cultivate it. American tourists, visiting in Germany's most noted beer city, Munich, wrote, "With the Wiener Schnitzel must come a second round of *Dunkels*—a soft sweet dark beer that can never be imported in exactly the condition you drink it in Munich where it is guaranteed to make you happier in the nicest possible way. At various times in our lives we have dreamed of happiness effected by fur coats, cars, love or fame, but after two *Dunkels* at the Löwenbrau, we realized that we had been on the wrong track all the time—the pot of gold really lies in the foam of *Dunkels*."⁷

Alcoholic Release in Daily Life

Fourth, the unfortunate social consequences of alcoholic release are outstanding. A British writer gives a 1936 picture of an incident in the current alcoholic culture of today. "I motored down to the South Coast, climbed about on the hills, then set out for home. The roads were packed and going was slow. I was still twenty miles from London when darkness fell. It was then that the fun began. By 'fun' I mean a series of more drunkenness and rowdyism than it has been my misfortune to witness at any time or in any country. All along . . . this main route to the South Coast, are a series of palatial public houses. I do not know how many people the bars hold, nor how many can be accommodated in the space outside. All I know is that every bar was jammed to suffocation. Char-a-bancs were lined up all along the route and these were filled with boys and girls, still in their teens, sprawling over the seats, shouting and waving beer bottles in the air. I was reminded of those grim cartoons of eighteenth-century England which made the name of Rowlandson immortal. But this was grimmer than anything that came from his pen, for now and then along this appalling road . . . the flash of a policeman's torch . . . a sudden slowing down of the traffic . . . a drunken motorist, or a drunken pedestrian, had added another to the list of inevitable tragedies."⁸

Among the trends of today in alcoholic release is the wider diffusion of drink practices and customs. After a twenty-year period, 1910 to 1930, during which the popularity of alcoholic beverages was on the decline in modern countries, and very rapidly in Great Britain, Canada, the Scandinavian countries, and the United States, it has been again increasing. Previous to the world depression, there was growing up in America, and among north European peoples and their descendants in other parts of the world, a steadily enlarging non-drinking class. The number of small users and rare-occasion drinkers was increasing. Now the trend is in the opposite direction. Drink practices are widening, taking in more ranges of society. The abstinent group, for the time being at least, is greatly reduced in numbers, while alcoholic customs have spread rapidly. The desire for alcoholic experience is being promoted by

polite society and the interested liquor industries to an extent never before known.

Moreover, easy access to large supplies has been increased tremendously in recent years. Any age and all groups are being brought into intimate contact with free-flowing quantities of liquor; it is available to all at the grocery, restaurant, roadside lunchroom, tavern, saloon, and cocktail lounge. It is delivered to homes and kept in family refrigerators more extensively than ever in the past. Women patronize drinking places without restraint. Whatever it may signify as to the future, this redoubled accessibility is an outstanding fact of today.

The trend toward increase is greatest among women, where the restraints of convention heretofore kept drinking at a minimum. It may well be called a new cult in liquor culture—this new craze for cocktails, this spread of alcoholic culture among women. Of all the changing aspects that mark the expansion now going on, none is in more sharp contrast with the past than this.

A new occupation for young women was created by the return of legality to the liquor traffic in America—an occupation that did not exist in this country before, although well known in Great Britain and other European countries. It is that of barmaid, or its equivalent: waitresses in liquor-selling places, taverns, road-houses and restaurants where liquor serving is a large part of ordinary table service. In the old saloon régime it was disreputable for women to frequent saloons; liquor dispensing was a job for men, for that type of men who because of personality and experience became proficient in stimulating sales, encouraging customers with money to "set 'em up," and offering "one on the house" at the right moment to start generous spending. Now the policy is to give local sales places an appearance of respectability, make them socially attractive and stimulate sales by using attractive young women for this work.

The effort of recent years to make liquor culture dominant in social life and the home is shown in the advertising of the trade that exploits this newly-expanded market among women. An advertisement in a New York paper reads:

"An open letter to the Women of America on whisky . . . Not long ago smoking by women was seldom seen. Today it

is a socially-accepted custom. Women have discovered that they, too, can enjoy an excellent cocktail, a smooth highball, or an excellent after-dinner liquor."

"Make America wine and liquor conscious," was a slogan at a recent liquor dealers' convention. Sales experts advised, "Teach American women how to drink. . . . Invite and welcome them to your bars and taprooms"; "Show young people how to enjoy the delightful wines of America"; "Cultivate the habit, don't worry about politicians"; "Aim at bringing liquor consumption in America up to equal the much larger per capita consumption in Europe"; "We need to understand the habits of women and the younger generation"; "Make it smart to drink."

Expressing Itself in Society

The pleasures of alcoholic release work themselves out widely in modern society. What may be called an alcoholic culture has developed, and has become a heritage from generation to generation. The influence of alcoholized lives—a vast number slightly so, a large number openly given to occasional intoxication, a small but serious group of addicts who are such because of some misdirected "urge"—have far-reaching and powerful influence in present-day social life, culture, industry, public opinion and political control. Around the tradition of depending on alcoholic release and pleasure for many of the ordinary satisfactions of life, instead of those which naturally supply these needs, have grown social customs of great force, financial investments, and trade organizations that multiply many times what might be called an ordinary desire for such pleasures as those furnished by intoxication.

This demand for alcoholic pleasure has become a culture that includes the following, as essentially characteristic of such culture wherever it occurs:

1. A created source of danger and accidents, especially significant in the present machine-age, of which the automobile is the most popular symbol and fact.
2. Disorder, petty crime, and some severe crime.
3. Reduced purchasing power on the part of millions who substitute alcoholic satisfaction in part for many basic as well as luxury needs that because of drink they are unable to gratify.

4. Liquor trade exploitation of the persistent "pull" of this unnatural, narcotic desire for alcoholic pleasure after the desire has been created by social custom.

5. The lowered personality and creative ability of all those who are "under the influence of intoxicants"; the vast number of personalities who are readily satisfied with "less than their best" on account of the euphoria of alcoholic pleasure and the habit of depending on it.

6. Intoxication and drunkenness, the finished product, in the scale of depleted manhood and injured lives; a loss to self, family and the community.

Conclusions

A tendency toward "excess" is found in all countries and among all races where liquor is used, whether in the milder or the higher content forms. In Latin countries, social requirements keep drunkenness out of sight; in the northern European, American, and other countries its open expression is acknowledged and more spectacular.

Heavy drinking, producing a customary state of dependence upon alcohol, does not come ordinarily from a few experiences. The first, or an occasional "drunk" may leave little trace in mind or body. Especially will this be true in the case of an emotionally stable person who has little "introversion." Certain types of personality and nervous make-up respond to and suffer from alcohol more quickly than others. These may be people of peculiar worth to society, or those of little value to themselves or anyone else. But among them are often men and women of marked creative ability.

Chronic alcoholism, in the opinion of the experts who treat its victims, is usually, if not always, "the outcome of emotional conflicts from which the patient has tried to escape through intoxication," or of a painful sense of inferiority, or "the pangs of a guilty conscience," or a long series of frustrations, financial worries, or other emotional ills.

But the practical sociological fact is that vast numbers of people with these characteristics, in moderate or extreme degree, are found everywhere. They are a substantial part of our civilization, and even those who are normally free from such mental and emotional states are at times subject to them.

The resort to alcohol is, after all, an abnormal, unhealthful and dangerous means of seeking relief.

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WHAT IS WRONG WITH LIQUOR?

(Continued from Page 44)

short-cut by all means, even if it is through the woods." Yet during those same centuries, the men who have envisioned the greatest destiny for mankind have consistently chosen the hard way. They have placed a higher value on the ultimate benefits than on the speed with which the immediate end is accomplished.

Let us, then, not think of liquor in terms of accident statistics and economic costs, for they are not the main issue. Men who prefer the short-cut will seek liquor, regardless of the cost; a race which values the ultimate ideal above the short-cut would not tolerate liquor even if it caused none of its social consequences.

THE GREAT THING in education is to make our nervous system our ally instead of our enemy. It is to fund and capitalize our acquisitions and live at ease upon the interest of the fund. For this, we must make automatic and habitual, as early as possible, as many useful actions as we can; and guard against the growing into ways that are likely to be disadvantageous to us as we should guard against the plague.—William James, *Principles of Psychology*.

BROKEN HOMES, resulting from alcoholism, were named as responsible for many vandal-minded youngsters.—"Evening Star," Wash., Jul. 9, '39.

Banishing Liquor In India

By G. E. HICKMAN JOHNSON

ON THE FACE OF IT, in no country in the world is a prohibition law more likely to fail than in India. The toddy palm grows in profusion; almost any bit of scrub jungle contains date, palmyra or coconut trees, from each of which the sap, called "tari," and so corrupted into toddy, can be drunk, fresh or fermented. Its odor, at first repulsive, gradually becomes attractive to a tired man in a tropical country. Many a time, after a long journey in the sun, I have passed a toddy shop on the edge of a village and felt the lure of the toddy scent.

Add to this the appalling misery of the lives of millions of Indians. I know that of the outcastes best of all, and amongst them drinking has been as prevalent as in any section of the community. And why? Because for less money than it takes even temporarily to stifle the gnawing pains of hunger one can get comfortably befuddled at a toddy shop and drop off to sleep out of one's misery. That has been the unvarnished truth for generations of outcastes, as my years amongst them in Hyderabad proved to me a thousand times over.

The Congress Government received considerable revenue from excise on spirituous liquors. Yet it fearlessly proceeded with its prohibition policy. When I was in India, prohibition was in force in three districts in the Madras Province and received support in general from the community. Since, it has been extended to Bombay, City and Island, and three districts in the Province. In areas where full prohibition is not yet to be enacted the closing of liquor shops on pay-days in mills will be enforced. The Congress Government is set upon completing its prohibition program in three years. I have before me the Madras Government Report on the working of the Act in its three districts. Naturally the problems of illicit drinking, distillation, and loss of revenue have to be faced. The report mentions that cases of illicit tapping and distillation were few.

Condensed from "The New Situation," by G. E. Hickman Johnson, in *On Active Service*, London, Apr., '39.

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JANUARY, 1940

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HARRY S. WARNER, *Editor*

What They Are Saying

A valuable digest for study of the alcohol problem. I cordially approve your program.—CHARLES A. ELLWOOD, Sociology, Duke University.

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Alcoholic Pleasure and Public Safety

A Study in the "New Understanding" Series

By HARRY S. WARNER

THE CUSTOM OF SEEKING the sensations of ease and freedom that come while alcohol is circulating through the brain and nerve centers, has direct and unique connection with vast problems of public safety. The emotions that it releases, the controls that it loosens, have consequences and implications that go far beyond the tingling pleasure of the drinking hour.

For alcohol has direct and immediate effect upon the central nerve centers, their functioning, their ability to control, and judge, and act; on the emotions aroused and the forms of their expression. Alcoholic pleasure brings with it marked, and often decisive changes in mental, emotional and even the physical personality and conduct of the individuals and groups indulging in it. For alcoholic satisfaction is primarily drug satisfaction, often illusory, not that intended by nature, and subject to greatly exaggerated expression.

Easily, by stages unnoticed while drinking, states of mind and emotion develop in which the drinker becomes "accident prone." Ordinary observation and common sense support the new psychological understanding that, even from the first few glasses a drinker is a bit beyond himself, a degree undependable, and increasingly irrational; he has become a source of unpredictable acts and emotions. His brain centers bathed with alcohol act more slowly than usual; his ability to coördinate and judge are inaccurate; his muscles respond less quickly. The alcohol in his blood—causing a peculiar form of pleasure—makes him, for the time being, a well-known and substantial source of danger, often tragedy.

This is recognized by experts wherever liquor is generally used. "It is an established fact," says the New York Department of Motor Vehicles, "that alcohol, even in small or

moderate amounts, diminishes attention and control on the part of the operator, affects reasoning adversely and seriously retards ability to make movements dependent upon rapid and accurate coördination. Vision is affected and all normal reactions are slowed down perilously."¹

Under the speedy conditions of modern living, with corresponding increase in danger of accident and injury, public safety councils, insurance experts and preventive educational agencies have multiplied their activities. Progress is being made in reducing the hazards of rapid travel, machinery, poison and contagious disease. But the casualties traceable, directly and indirectly, to alcoholic euphoria and intoxication continue to confront vast numbers of people at every hand. The burdens to the public in injured, maimed and shortened lives are among the greatest from preventable sources. In spite of scientific research and safety campaigns, they are not being reduced. The number of accidents due to drink rise and fall as the amount consumed increases or decreases. Automobile accidents increased steadily from 1932 to 1937 as the per capita consumption increased; a drop in 1938 and 1939 corresponds with a drop in liquor consumption in those years.

Continuing Source of Concern

The seeking of pleasure in alcoholic sensations brings into community life a condition that may well be called "mass irresponsibility." This is the sum of all the intoxication to be found at one time. Should all the drinking of a day occur in in any two-hour period, that period would stand out as one in which people by the thousands had cast off their normal self-control, become incapacitated—unable to conduct themselves with ordinary regard to the safety of themselves, their neighbors, and the public. The reality of this "mass irresponsibility" is but little modified by being diffused as it is throughout twenty-four hours.

For the ordinary effect of beverage alcohol is to create unpredictable and uncontrolled emotion and irresponsible thought and action. In a party or at a tavern the words and conduct of the slightly or generously intoxicated may be highly amusing, but his intoxication is an unmitigated source of irrespon-

(Continued on Page 82)

Alcohol and the Upper Social Classes

By LEO HARMJA, Helsinki, Finland

THE MOVEMENT against alcoholism today is on a sure foundation, comparatively speaking, and has universal approval, in so far as it is a question of seeking to check the ravages of intemperance that result from the use of alcoholic beverages. There is general agreement that these constitute a very grave danger.

It is relatively easy to fight against alcohol among those classes of the population to whom it can be shown in an impressive manner that such beverages are superfluous, upset the balance in the family budget and are harmful in other ways. Consequently it is among the poorer classes that temperance work has obtained its greatest success, and it has been the support of these classes that has made it possible to take measures against alcoholism. In Finland the introduction of such radical measures as prohibition has been possible only because of the support given by the peasants and working classes to the movement for abstinence from drink.

Higher Classes Not Helpful

On the other hand, one of the most difficult factors in the conflict against alcoholism is the scant support given it, the total abstinence movement in particular, in what are called the cultivated circles and, in general, among all those groups in the higher social standards of living. For it is these circles which exert most influence on the manner of living that is accepted by the country; their example is followed by the less favored masses. Thanks to the higher scale of wages prevailing in recent years, the standard of living has been rising

"Condensed from "Alcohol and the Higher Standards of Living" by Leo Harmja, Councillor, Helsinki, Finland, an address at the 22nd International Congress Against Alcoholism, Helsinki, July-Aug., 1939; published in *Alkoholikysymys*, No. 3, 1939, by the Academic Temperance League.

among the workers; consequently, with larger means now available, they are inclined to buy alcoholic beverages in larger quantities than formerly. Those in particular who have risen to positions of confidence, find their economic circumstances considerably improved, realize that they have climbed in the social scale and hasten to assimilate the customs and ways of living of their new surroundings. These they take as models without realizing it. It happens thus that the same men who, in the ranks of the abstainers distinguish themselves by their social activity, and thereby acquired the consideration of wide circles, turn their backs on their former activity, disavow their past views and sometimes even combat the ideas for which they had previously fought.

To this state of things is added the most difficult enigma that one encounters in temperance work: that the standard of living, tending constantly to rise, makes alcohol an ever stronger temptation. Young people are easily won to the cause of abstinence as are farmers, peasants and working classes. But as they grow older they lose their youthful enthusiasm, while, at the same time, the rise in their standard of living almost forces them to adopt the customs prevailing among the so-called upper classes. In this way temperance work has become, in great measure, a Sisyphean task, the results of which are continually being dissipated. It seems, therefore that, in the ranks of organized abstainers, sufficient attention has not been paid to this regrettable state of affairs. The work has been directed along the lines of least resistance but where the results are not lasting.

Our efforts should be directed more than in the past towards those social classes which determine the habits of the community. Once their support is secured the results will be durable in other classes as well. But the methods to be employed are not easy to discover, especially as the problem has never been thoroughly examined. In any case *we should endeavor above all to gain for the cause those social classes in which the standard of living is high.* Perhaps the method most likely to succeed would be a vigorous campaign in favor of culture based on the requirements of hygiene, which reject all practices tending to diminish the forces of the body and of the mind.

Confidence the Next Day

(Condensed from Editorial, *Allied Youth*, Nov. 13, '39)

THE SO-CALLED CONFIDENCE that you acquire from a glass or two of an alcoholic beverage is short-lived because it is false.

To be sure, you may appear "normal" to the other drinkers. Those with whom you "let yourself go" may applaud your jokes and slap you on the back in fellowship. You will go home from a drinking party, perhaps, with head held high. Not all drinkers shamble into gutters. Of course, they don't! You're to be a moderate drinker, aren't you?

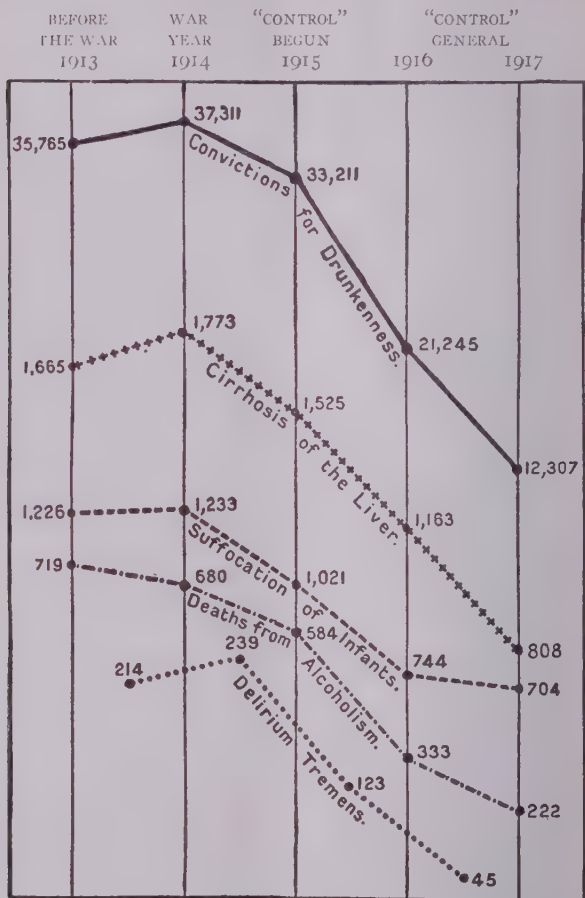
But have you won and *earned* anything that lasts? A few hours later, when the sun is brightening the eastern windows, your body and your mind won't be ready for efficiency and competence in work and play. *You will carry no self-confidence into this new day.* You may have cause to wonder just what you said last night that was so funny.

You will observe, too, that the best back-slappers are not the ablest fellow-workmen. In fact, "good old Bill" who liked you so well last night may not be able to get in to work this morning—or may arrive with a headache, a grouch, and an inclination to let someone else do the hard work and make the important decisions. . . .

The character that has to be helped by alcoholic dosage is *cheating life*. Whatever confidence—or cockiness—you may gain from alcohol and the other narcotics is counterfeit and spurious. Others whose observation and judgment you have reason to trust would not regard you quite so highly; in fact, your very physical structure will be in protest at the price you are willing to pay in order to "be at ease" and "act like (some) other people."

I have been an abstainer all my life. I wish that all citizens in Finland could say the same. Temperance work is necessary, and that among the youth is essential because abstaining youth is an honor, and a strong safeguard to the community.—Kyosti Kallio, President of Finland.

EFFECTS OF WARTIME RESTRICTIONS ON DRINKING BY WOMEN IN ENGLAND AND WALES



—This Graph is from *The Control of the Drink Trade in Great Britain*, by Henry Carter, 1919, 253.

Effect of World War Restrictions

ON DRINKING IN GREAT BRITAIN

THE GRAPH on the opposite page will give some idea of *the enormous effect* which the wartime restrictions had on drinking in Great Britain during the Great War. The fluctuation in the male population due to the demands on man-power occasioned by the war were, of course, so enormous that no accurate comparison based on the general population as to conditions before, and during the war, could be made. The graph, therefore, confines itself to the record of women in relation to drink.

The upward tendency in drunkenness among women in the early stages of the war, especially among soldiers' wives, was very marked. The emotional conditions, changes in household relations, and ready money all tended to this result. The outstanding fact to which the graph bears witness, however, is the rapid and enormous decline in every one of the items portrayed following the introduction and progress of restrictions on the trade.

It has long been recognized that multiple facilities, long hours, and social habits favor the drink trade. The Control Board in Britain closed many public houses in industrial and military areas. It cut the hours of sale from about eighteen per day to five and a half. It made treating a legal offense. It lessened the alcoholic content of liquors with the above results.

The results surely go a long way to answer the objection, "You can't make a person sober by act of parliament." You can't go far to cleaning up a community saturated with drink without some such act.—From *The Temperance Advocate*, Toronto, Can., Nov., 1939.

The feeling is evidently abroad that public houses should be patronized as little as possible, representing as they do to a large extent, national and individual luxury and waste.—"Brewer's Gazette," London, Sep., 1914.

Those who try to do something and fail,
Are infinitely better than those who try to do nothing—and succeed.

Germany and Liquor Today

By ROBERT HERCOD, Lausanne

IN THE YEARS FOLLOWING the world war the consumption of alcoholic liquors in Germany was greatly reduced. Having limited heavily the amount produced during and after the war, the authorities continued this policy during the time that the German people were suffering from extreme economic distress. Inspired by the example of prohibition in the United States, the abstainers in Germany began a local option movement that had banishment of alcohol as a leverage as its ultimate aim. Voluntary local polls were taken in many communities; nearly everywhere they gave majorities against continued sale. A petition was launched on a large scale that obtained over two million signatures—a formidable number—to a request that parliament introduce local option legislation. This, however, led to nothing, as the political struggles, then beginning, soon took public attention, the alcohol question no longer exciting much interest.

In the New Reich

The revolution of 1933, that gave Germany one absolute master and one political party, could not but have a profound influence on the temperance movement—in certain respects, a favorable influence. The race idea dominating the philosophy of Nazism, is that the Germanic type is superior ethnically, must be preserved in as pure a form as possible and must be guarded from all unfavorable influences. "National Socialism," we were told by German representatives at the International Congress Against Alcoholism, "is based upon the theory of a struggle between the race and the environment. . . . Every member of the German community is bound to bring his hereditary dispositions to the highest development."

Condensed from "How Does the Germany of Today Fight Alcohol?" by Dr. Robert Hercod, Lausanne, Switzerland, in *The Voice*, Washington, D. C., Nov., '39.

It results that alcoholism, which weakens the race both physically and intellectually, is one of the elements against which the community must fight. Accordingly an energetic attitude with regard to it is to be expected in the new Germany; at the same time the strict discipline required by the State imposes on the individual a line of conduct which, in countries regulated on different principles is reserved to individual liberty.

On coming into power, the heads of the national socialist party found themselves in the presence of temperance societies of most diverse character, to which belonged not only Aryans but Jews, and whose members professed every different shade of political opinion. In addition to the national temperance societies, with their tens of thousands of members, there were many local and regional organizations with smaller memberships.

Centered Coördination

To insure against political activity the authorities took control of the whole temperance movement, centralized it and removed it from certain elements. The Socialists' Abstinence Society was dissolved; without any special decree, the Jews disappeared from the temperance societies, where they had often occupied important positions. The German Grand Lodge of Good Templars was separated from the International Order. The smaller societies were invited to dissolve and amalgamate with the larger, and all were grouped in one *Reichsfachgemeinschaft zur Bekämpfung des Alkoholismus*, Community of the Empire for the Fight Against Alcoholism. This organization comprises two groups; the moderates and the total abstainers, each of these having two representatives in the managing committee. The managing secretary, a permanent official, has the task of securing the coöperation of the temperance societies, supervising the rescue of drunkards, encouraging those in danger of becoming drunkards to submit to treatment, and to take measures of protection against them. Gradually a network of regional and local activities has been extended over the country, replacing former welfare centers for drinkers, collaborating with the abstinence societies, the police and the courts, and in constant contact with the national socialist party.

Youth Organization

It will be noticed that no youth society is to be found among those that are members of the Empire Community of work. This is because the authorities, while favorable to the work of temperance societies and desiring to help and not hinder them, are opposed to the formation of special juvenile and youth groups. The youth of the nation are grouped into one great organization, the Hitler Youth. It falls to their leaders to concern themselves with the alcohol question and to put young Germans on guard against its dangers.

Alcoholics

While the temperance societies are to concern themselves with education and the rescue or treatment of those alcoholics who are considered curable, how were the serious cases, for which no cure is to be expected and which are a danger to the public and the race, to be dealt with?

Here the law for the transmission of hereditary diseases intervenes. This law, which has aroused passionate discussion all over the world, states that "any person suffering from severe alcoholism may be rendered sterile." Apart from questions of principle, which we need not enter here, let it be mentioned that, in its application, this law is surrounded by the necessary precautions and guarantees; moreover, that the anti-alcoholic effect of such a measure cannot be considerable, since its legislative provisions can hardly come into operation until very late when the alcoholic has lost his ability of procreation. The fight against alcoholism in its early stages, therefore, and the work of education remain the essential factors to be taken into account. The German authorities have fully realized this fact.

Constructive Activities

In the six years since the revolution, German authorities have taken many interesting, if not revolutionary, measures bearing on the alcohol problem. They have introduced the blood test in case of traffic accidents, severely punish drunkenness at the wheel of an automobile, forbid advertisements that recommend liquor to young people, and prohibit advertising that describes alcoholic beverages as hygienic, health

promoting or disease preventing.

The temperance movement in Germany is centralized under the State with but one central organization. Temperance workers whom we have been able to consult declare themselves satisfied and await from the new organization a fresh impulsion. The abstinence party has had to accept great modification; the abstaining teachers, abstaining physicians, Good Templars, and neutral societies have been dissolved and replaced by a single society. But the sacrifice, it is considered, is compensated for by the support received from the state. In a totalitarian government any organization not thus supported has little chance of life.

Some of the Results

Since 1933 unemployment has disappeared; that is to say, thousands of workers, again earning their living, are no longer obliged to reduce their consumption of alcohol to the limit they did previously on account of its cost. It is not surprising, therefore, that the figures show a certain increase in alcohol consumption. Thousands who would have liked to drink but could not, are now able to do so.

On the other hand I believe it may be affirmed that of recent years a greater number of Germans who *could* consume alcoholic beverages no longer *wish* to do so. The testimony of all who have traveled in Germany these last years agrees that *there is marked progress compared with the past*. The traditional type of German, great beer drinker, is less frequently met and tends to disappear.

This may be attributed, in part, to the ideology of national socialism; to its insistence on the duty of all citizens to be physically and psychologically fit, to put all their strength at the service of the State. Then the example of the Führer, who abstains strictly from all alcoholic beverages, has contributed to the result, especially among his lieutenants who would disdain abstinence but can not display hostility toward a practice of their chief.

Further, national socialism has given an extraordinary impetus to athletic sport; for, notwithstanding the propaganda of wine merchants and brewers, one fact is undisputed, that alcoholic indulgence is an enemy of the sportsman. The fact

that millions of young Germans, enlisted in the Hitler Youth, take part in its training exercises has great weight. They are not required to take a pledge, but they are expected to abstain from alcohol and tobacco, and their gatherings never serve as occasions for evasive drinking. Early this year their leader, Baldur von Schirach, gave this watchword: "It is our duty to keep ourselves fit." And this included renouncing alcohol.

Another movement, resulting from the progress accomplished and which in turn accentuates this progress, is the increasing non-alcoholic use of fruits. The consumption of sweet cider has grown to an extraordinary extent. Ten years ago, traveling in a German dining car, the number of those who used non-alcoholic beverages could be counted on the fingers of one hand. Today they are in the *majority*; wine and beer drinkers now begin to feel embarrassed. It is not from motives of economy that fruit juices are consumed, and consumed nearly everywhere, for they are still more expensive than beer. It is because there has been a *revolution in drinking habits*.

But it must be remarked that however great the progress, much remains to be done. Alcoholic prejudices are very much alive; a tradition dating from centuries back can not be uprooted in a few years. The liquor trade, the beer, wine and spirits producers, are great industries that defend every foot of ground against the invasion of new ideas. The State does not favor them as in former times, though it seems to display a certain indulgence for viticulture, but neither does it abolish them. It tolerates them, controls them, limits them, but goes no further.

We Know Enough

We know more about alcohol today than any generation has ever known. We know something of its effect upon the mental life of the people. We know the effect it has in landing people in state mental hospitals. We recognize the way in which it paralyzes the upper levels of the brain, puts judgment out of gear, makes people liable to get into not only automobile accidents but into grave moral accidents as well.

Shall we be indifferent to a brazen liquor traffic that comes back without having learned anything and seeks once more to put the mark of alcoholic slavery upon our country?—DR. ALBERT W. PALMER, *Federal Council Bulletin*, Oct., '39.

Liquor In Life Today

*Seek the Truth
Come Whence It May
Lead Where It Will*

National Liquor Trends

FOR TWO SUCCESSIVE YEARS there has been a decline in the production and consumption of alcoholic beverages in the United States with the exception of wine. Each year—the fiscal years of 1938 and 1939—this decrease has been approximately one-half gallon.

The per capita consumption of alcoholic beverages, for successive fiscal years, as shown by the reports of the Internal Revenue Bureau on tax-paid withdrawals, has been as follows: 1933, 1.67 gallons; 1934, 8.35 gals.; 1935, 11.18 gals.; 1936, 13.00 gals.; 1937, 14.28 gals.; 1938, 14.30 gals.; 1939, 13.78 gals.

Notwithstanding lowered consumption the revenues received from alcoholic beverages have increased from \$567,978,601 in 1938, to \$587,799,700 in 1939 (figures for 1939 are preliminary, subject to revision), nearly \$20,000,000, due to higher taxes on distilled spirits, according to Internal Revenue Bureau reports.

The estimated expenditure for liquors at retail was \$4,500,000, about one-half times as much as was spent by the Federal government for recovery and relief.

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Youth Night Clubs

Hundreds strong, Rochester, N. Y., youth has answered the assertion that "Young people today can't have a good time unless they drink." Sponsored by a group of religious and social service agencies, and abetted by the City of Rochester, their "dry night club" at the newly formed Youth Garden is attracting hundreds at twice weekly dances and entertainments. So popular has the Youth Garden become that the agencies broadened the original age limit of 16 to 25 to include "anybody who wants to come." Laid out like an ordinary night club, with tables ringing a dance and floor show, the Youth Garden dispenses ice cream sodas, milk shakes, and light lunches. A soda bar at one end of the room provides lounging space.—*Christian Science Monitor*.

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Finland

Just as soon as general mobilization had been decreed, the sale of alcoholic liquor was forbidden in the shops of the liquor monopoly; also, by order of governors in the provinces, similar action was taken in many places against the on-sale of liquors at restaurants.—*Press Bulletin*, Lausanne, Switz., Nov. 1, '30.

Beer Garden "Dries Up"

I have found in operating a night club that young people are hungry for a place where they can congregate and enjoy a social evening without liquor. Most young people don't like beer or liquor, but drink because they happen to be served. I propose to provide them with just such a place.—RUSSELL TUBBS, Owosso, Mich., announcing the change of his bar from liquor to soft drinks and soda.—*National Voice*, Los Angeles, Nov. 16, '39.

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"Unusual Trend"

One of the unusual trends observed at the New York Beer Wholesalers' convention at Niagara Falls, October 11, was the suggestion made at its annual convention, which suggestion was wholeheartedly and unanimously adopted by the association, that moderation in the consumption of beer be urged and stressed by the beer wholesalers.—*Brewers' Journal*, Nov. 15, '39, 25.

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Super Confidence

A factor which works against the drinking driver is the supreme confidence which alcohol frequently gives him. He harbors the delusion that he is the perfect driver, while, in fact, his mind and muscles are far below their normal efficiency. His sense of proportion is gone, his judgment is warped, and his vision is impaired. Without mental and muscular coordination, he operates his car at excessive rates of speed, perhaps on the wrong side of the road, certainly violating all rules for safe driving, and leaving in his wake a trail of death and misery.—New York Department of Motor Vehicles.

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Drinking Women Drivers

The percentage of women arrested for drunkenness, and for driving while intoxicated, was three times as great in 1938 as in 1933, according to a study of the finger print records of the Federal Bureau of Investigation of persons arrested or committed to penal institutions throughout the United States. But this does not give a complete picture, as finger print records are not made of all persons arrested, especially for minor offenses. It is probable that if accurate and comparable figures on the arrests for offenses induced by the use of alcoholic beverages could be obtained, they would show a still larger percentage of women victims of alcohol.—*Bulletin*, Anti-Saloon League, Oct. 7, '39.

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France

Why is the mortality rate in France with its ideal climate and its advanced civilization one of the highest in Europe, in 1935, 15.7 per 1,000 against Holland's 8.7? It is higher than in Germany, England, Switzerland, Belgium, Czechoslovakia, Austria, Italy, Poland, Bulgaria, Greece, Hungary, and is only exceeded by those of Spain, Yugoslavia, and Roumania. The French are very sensitive to any mention

of this high mortality. When recently at the Academy of Medicine a member attributed chiefly to it the fall in population in France, he was almost called a traitor, and silence was imposed on him. But he was right. If the rate had been in 1935 that of Holland, the population would have increased by 260,000 instead of falling by 20,000. But these facts touch not only French self-respect but great vested interests, for the doctors find the cause in the alcoholization of the country. But in view of the economic importance of the vine-culture, people fear that a reduction in it would mean a reduction in prosperity. One is not permitted to study objectively the damage wrought by alcoholism; that would be anti-patriotic.—DR. H. MÜLLER, *L'Abstinence*, Lausanne, Switz., Apr. 10, '38.

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Pleased to Report Loss

Every state with a liquor monopoly store system—such as Pennsylvania has, might study with profit the expressed satisfaction of the Liquor Board of Washington state at the reduction of their business. Hard liquor sales were the lowest in two years, wine in three years and beer since 1934. "It is the purpose of the State Liquor Act to encourage temperance," said an official statement. "We are pleased to report" a falling off of business.

This is the only concept of state administration of the liquor business that can possibly be justified.—Edit., *The Patriot*, Harrisburg, Pa., Nov. 3, '39.

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If Not Accidental, What?

When milk does harm by carrying germs of disease, it is an accidental and preventable agent which is responsible; when beer and other alcoholic liquors do harm, they do it through the ethyl alcohol they contain, which is the one absolutely essential ingredient of an alcoholic beverage.—*National Temp. Quarterly and Medical Review*, London.

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Alcohol in French Industry

A total of 1,093 employees in a French industrial firm were the object of a four-year medico-social study relative to the effects of alcohol. The purpose of this study was to influence the younger workers. Of those studied, 173 were found to be addicts, 45 of whom were under 39 years and 128 over that.—*Annals d'Hygiene Public, Industrial et Social*, Dec., 1938.

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Economic Waste

This nation is now spending \$3,500,000,000 annually for liquor, and an amount in excess of that for gambling. This is all economic waste; it can not be defended from the viewpoint of morals, economics and good government.—ROGER W. BABSON, speech in Chicago, Sept. 1, 1939.

ALCOHOLIC PLEASURE AND PUBLIC SAFETY

(Continued from Page 68)

sibility. He feels remote from his surroundings; he is wrapped up in his feelings and thoughts; he is not objective. His behavior resembles that of the absent-minded much introverted individual who is abnormally subject to accidents.

Scientific investigations of the causes of accidents take alcohol into account as an important factor. Liquor dealers themselves recognize it. A prominent distiller announced that his organization was spending \$100,000 to teach the public the dangers of drinking. Another advertised that "liquor has no place in the front seat of an auto."

The periods in which the danger is greatest are: (1) the first hour or two after drinking while alcohol, circulating in the blood, has direct contact with brain and nerves, retarding and making uncertain their normal reactions; and (2) the period of reaction the next day after heavy indulgence, the period of depression when another drink seems necessary to gain relief from "the jitters." The danger at these periods increases and becomes "chronic" as the habit of depending on liquor grows, from occasional to continuous or frequent use. Alcohol constitutes a continuous source of preventable irresponsibility and, consequently, of disorder and crime. Indulgence in alcoholic pleasure becomes a social problem. With unlimited supplies of drink available to all at low cost, the control of the situation is an outstanding matter of concern in public safety, as it is in public opinion and law.

Automobile, Fact and Symbol

The automobile, most popular of high-powered machines, is a token of power and freedom in this age of high speed. It marks the revolution in everyday living that has come with the popular use of machinery. It has multiplied the number of daily contacts and the range of activities of the millions: and it has done this for each, not by the tenfold, but by the hundredfold. Control of the automobile, therefore may well stand for that of all modern machinery and the technical ability required to do so. And it is in this field of quick and easy

transportation that the significance of alcoholic drink has taken on new proportions. Drunkenness, as Professor Carver emphasized "needs a stricter definition than it did in the past. To be even one-quarter drunk is dangerous. The man who is dead drunk is less of a menace—the man who is only one-fourth drunk is a very undependable creature, and therefore a menace."²

Automobile traffic, with its increase in range, speed and popular use, has brought, annually, a national scourge of accidents and deaths. In 1937 traffic slaughter reached a new high, 38,700, as reported by the National Safety Council, or 40,300 as reported by the Travelers Insurance Company. Travelers adds that, "of all drivers involved in fatal accidents in 1937, 7.3 per cent had been drinking." "Of all pedestrians killed last year, 12.9 per cent had been drinking. This figure may be compared with 11.12 per cent in 1936. These figures are based on a broad spread of official state reports, and are offered as the best information available. . . . The year 1937 saw an improvement in both cars and highways, as well as a better quality of law enforcement. . . . It also saw traffic deaths rise to another all-time high."³ Engineering, improved enforcement of traffic regulations, and the highest degree of public warning and education as to traffic dangers and the causes of accidents by safety councils and other agencies had not been sufficient to check the slaughter of life or the greater number of lesser accidents on the highways of the country.

"Of the 2,838 fatal traffic accidents which occurred to motorists in California during the year 1936," according to the State Department of Motor Vehicles, at least 617, or approximately 21 per cent, which brought death to 678 persons, are known to have involved drivers or pedestrians who had been drinking intoxicants prior to the accident."⁴ The number of "had been drinking drivers" in California has been multiplied more than four times since 1929, pedestrians five times.

Placing the number of automobile accidents due to drinking yet higher, the *United States News* reports: "The number of motor vehicle casualties from accidents in which drinking was a factor increased from 22,943 in 1933 to 35,563 in 1934, an increase of more than one-half. The number of

deaths and injuries declined slightly in 1935, then advanced in 1936, rising to a total of 47,828." In other words, "the number of persons killed or injured in the United States in automobile accidents involving drivers who had been drinking doubled between 1933 and 1936."⁵

In the conflict of alcohol with the auto some of the points at which unusual danger arises are:

1. Increase in speed. As speed is increased, the ratio of probability of accident is increased. The greatest danger is at the upper end of the scale. A drinking driver is likely to feel an urge to speed, and is certain that he can drive safely.

2. Psychologically, alcohol in all of its beverage forms tends to produce lower-than-usual performance. The mental and emotional states of the drinking, or "has-been-drinking," manipulator of anything mechanical are a source of constant danger.

3. The dissipation of physical energy while alcohol is circulating in the blood is a factor. Its effects on the nerves and brain are direct. "Now since alcohol dissipates energy, such energy cannot be used in the manipulation of the car while driving. If there were no other effects, alcohol might be condemned as an agency in driving from this fact alone. Continual driving requires a large expenditure of effort from the fatigue engendered."⁶

4. With diffusion of alcoholic beverages among all, young and old alike, a larger number of those who are easily and most injuriously affected by it are putting themselves into places of danger. The percentage of accidents due to liquor will not decrease, and may increase unless those least able to control its effects cease to use the streets and highways.

The public effect of the present wide diffusion of liquor may be considered in the light of the following from an investigation by the National Safety Council:

"For eighteen consecutive months before legal beer's return in April, 1933, the records of 86 leading cities of the United States recorded a consistent average decrease of 77.43 traffic deaths per month compared with similar periods of previous years.

"Immediately following, during the legal-beer-only period, eight months, April to November, 1933, inclusive, the reports

from the nation's leading cities registered an extraordinary right-about-face. For the record of those eight months, instead of a decrease, showed an average of 42.25 more deaths per month than for the same months of 1932.

During 1934 the number of drinking drivers involved in fatal accidents increased 29 per cent; the number of drinking pedestrians in such accidents, 53 per cent, according to an investigation made by the National Safety Council in which comparison was made between nine months of 1933 and nine months of 1934, the investigation covering a population of sixty million in twelve of the larger states and 33 additional cities."⁷

Before the Auto

The original "drunken driver," at least a well-known early drinking driver, was the driver of the stage coach of 100 years ago. In 1838 stage companies advertising for passengers included in their inducements that they employed "careful and sober drivers"; "experienced, sober, and careful drivers." In Lexington, Kentucky, a hotel "entirely on temperance principles," was connected with one of the coach lines.⁸ The reports of rough traveling with drinking drivers were vivid in those days.

Liquor, abundant and cheap, was available at relay stations and taverns every ten or twelve miles; passengers stopped at the bar for whisky, apple jack, and peach brandy at six cents per drink; a toddy of foreign liquors at thirty-seven cents was for the aristocrats; but whisky was the drink of "the common people," wagoners, drivers, etc. Drunkenness and quarreling were frequent.

But the first railroad west of the Atlantic seaboard, in 1835, facing opposition from the stage lines advertised that on the rails, "all accidents which occur from drunken drivers, restive horses, etc., would be avoided."⁹ The railroads, soon to become the nation's most gigantic industry, thus included public safety, as one of their earliest purposes.

Forty year ago it was made a rule of the railroads that men operating trains should not drink. On April 12, 1899, the American Railway Association adopted the following: "The use of alcoholic drinks by employees in active service is for-

bidden. The habitual use of them or the frequenting of places where they are sold is sufficient cause for dismissal." This "Rule G" with additions by various companies and railway labor organizations, became noted in industry, a "yard-stick" in the study of industrial accidents and their causes.

The locomotive was the most dramatic, high-powered machine in general use during the first quarter of this century; the rail-road was the outstanding industry of the country, and the reaction against drink, among its highest-grade employees, was influential in the labor movement in America as well as in the management of the railroads. No one wanted to limit the personal freedom of the railroad engineer; but Railway Brotherhoods, rail officials, and public opinion alike came to the conclusion that lives and property on the railroads of the country would not be safe in the hands of drinking men. And this principle became well established in practice.

But the train, carrying many auto loads of passengers, is confined to tracks—a limited few such danger lines, compared with the network of modern highways. Today, with one in practically every family, the driver of a car that travels at train speed, and many times as frequently, in residence and business streets alike, the danger is many times more diffused than when confined to rails. Were it not that public control, and safety education have increased also, the danger would be infinitely greater than it is. Yet, the part taken by liquor continues with but little change.

The Drinker—Not Drunk

The exact part that alcoholic release and emotion plays in causing accidents when few or none of the indications of intoxication appear, is a question of controversy. Differences of individuals in their ability to control or counteract the effect of small quantities, of nervous make up, of physical condition, of time of day and as to whether a meal precedes or follows drinking, are factors that should be taken into account when seeking to determine how far one must be "under the influence" of liquor to make his conduct less safe than usual. At what stage increased danger to self and others comes is not definite. This field of uncertainty, scientific and safety experts are now studying.

But that there is a danger line, and that the tendency is to pass over it without knowing, are not uncertain. In some kinds of work, handling shovels, picks, and rails, or sitting at ease after dinner, it may not be a matter of importance. But in handling rapid or intricate machinery, or in auto and pedestrian traffic, any quantity that creates a degree of uncertainty in judgment and act becomes important. The really dangerous driver is the one who has had one or two drinks only, who is confident that he is in possession of all his faculties but whose ability to judge is impaired. The supreme confidence that alcohol gives him is his undoing. As stated by the New York Department of Motor Vehicles," he harbors the delusion that he is the perfect driver, while in fact his mind and muscles are far below their normal efficiency. His sense of proportion is gone, his judgment is warped, and his vision impaired."¹⁰ The emotion-releasing delusiveness of alcoholic euphoria—good feeling—is the source of his condition and its consequences.

Since this kind of pleasure is popular with many people, police, traffic officials and doctors hesitate to list intoxication as a factor, if other causes are sufficient to offer explanation; "drunken driving" is a serious charge requiring supporting evidence; and tests for determining the fact or extent of previous drinking are not easily made at the time of arrest, although definite when applied in the laboratory. As a safety expert says, "Present-day statistics on the relationship of liquor to automobile accidents are grossly inadequate. Even though a person may be obviously drunk, arresting officers may hesitate to prefer charges of intoxication because they know that they cannot prove their assertions in court, since almost every symptom of drunkenness may be simulated by some pathological condition. . . . Also, it is obvious that persons severely injured cannot be examined by the usual methods."¹¹

The state of psychological inferiority caused by amounts of alcohol commonly thought to be harmless has been called "sub-intoxication." For certain types of experienced drinkers its effects are usually negligible. But it increases reaction time and delays decision whenever quick or unusual action is required. "Just one little drink instead of warming you up, can "freeze your reflexes, slow your brain, and dim your

sight. You will not see that pedestrian so quickly; it will take you longer to put your foot on the brake, and your hands will be just a bit less steady as you swerve to avoid murder," as you often do swerve and "get away with it." A medical member of the British House of Commons, agreeing that "the driver should be severely dealt with," pointed out the "greater danger of the sub-intoxicated . . . not drunk in the legal sense but psychologically under the influence of alcohol" . . . that "at least 25 per cent of road accidents were due to the fact that drivers had consumed small quantities of alcohol . . . as the British Medical Association said, were sub-intoxicated."¹²

American safety councils, recognizing the danger zone in minor degrees of intoxication, insist on no-drinking at all preceding and during driving. "If you drive don't drink; If you drink don't drive," is more than a safety slogan. It is a recognition of a very certain, if not statistically measured field of danger to life, limb, and property. In the words of Dr. Morris Fishbein, of the American Medical Association, "Almost 40,000 people killed and nearly a million injured each year. That is the toll of motor accidents in the United States today. The greatest menace in this reign of slaughter is the drinking driver—not the drunk."¹³

But back of all accident statistics—from safety organizations, police records and investigators, are the conclusions of scientists, such as that by Dr. H. M. Vernon, of Oxford, that "One pint of beer causes a reduction in skill which may persist three hours afterwards."

The following effects on human behavior from moderate amounts of alcoholic beverage have been outlined by Dr. Walter R. Miles:

1. Reaction time increases five to ten per cent.
2. Less uniformity in response; general effect is one of clumsiness.
4. Emotionally the subject has more self-assurance.
3. Attention is lowered; the field of attention is narrowed.
5. Other emotional changes may vary with different individuals; some become hilarious, others irascible, while still others become morbid and infantile. Common parlance has

given such names to these moods as "laughing-jag," "fighting jag," and "crying jag."

Machine Industries

That liquor is a disturbing factor wherever men handle machinery, especially where speed, the coöperation of men working together, and intricacies of timing and coördination are important, has been a generalization for half a century or more. Increasingly the instability due to liquor has been taken into account, and restrictions against its use were made heavier, when it was discovered that more accidents occur after pay-days, that Saturday night at the saloon, and Sunday drinking, meant late arrival Monday morning, poorer work, inefficiency and delay to the workers who did not drink while their team-mates were getting back to their normal effectiveness.

"That elimination of liquor would materially reduce accidents has for decades been one of the accepted dogmas of industry,"¹⁴ that "human life, costly machinery and continuing efficiency of operation are too valuable to be placed at the mercy of minds befuddled with intoxicants," that "John Barleycorn has been caught in the fast revolving machinery of American Industry," and that there is no future place for him in industry, were the conclusion of an industrial study in 1923.¹⁵ These basic trends, not influenced greatly by political attitudes toward liquor and the liquor traffic, or current acceptance of drinking customs, are moving steadily away from the approval formerly given to liquor.

As early as 1914, the National Safety Council passed a resolution favoring the elimination of intoxicants from the industries of the nation because "the drinking of alcoholic stimulants is productive of a heavy percentage of accidents and disease affecting the safety and efficiency of working-men."¹⁶ A banner at the conference was inscribed, "NEW SLOGAN—Not Safety First, But Sober First."

In the heavy machine industries, factories, shops, railroads, the records of years have shown a steady stream of accidents for which drink has been directly and indirectly responsible. It is clear that the "accident field" includes not only the visibly drunk, but also those who show little appearance of in-

toxication. One may be "too drunk to be dangerous"; he is easily and quickly detected or incapacitated.

That Sense of Power

In the reports of experiments to determine the effects on physical and mental performance, the subjects given alcohol often believe they are doing better work than usual, until they are shown the results; invariably there are more mistakes by the drinkers than the non-drinkers, more on the drinking days than on the non-drinking days. It takes the statistical fact to dispel the subjective impression that they are doing good work when actually it is inferior to their average.

The source of the impression, doubtless, is the sense of careless well-being that comes soon after the first drink or experimental dose; a slight, then growing, exhilaration and self-assurance. This agreeable sense of importance increases as the stages of intoxication progress, until the inflated personality becomes far more self-confident than his abilities justify. As an auto driver, his usual caution will be set aside to satisfy the imagination of his enlarged self-conceit. He thinks his perceptions are keener; actually they are dulled. He is certain his judgment is better; actually it is limited and erratic. He is certain he can control the machine at higher speed; actually he is losing control both of himself and his machine.

"When one gets behind the wheel of a high-powered automobile, the power within the machine itself enters into his personality. . . . His ego becomes enlarged; he is all-powerful; the rights of others become in the same degree insignificant; he becomes impatient with anything that balks or hinders him, such as slow traffic, and red lights. . . . When one puts together a moderate amount of liquor and a high-powered machine a combination results which is a real menace to the safety of others." writes, the Superintendent of a state hospital, from his experience in psycho-analyzing motorists.¹⁷

"The immediate result," says Dr. C. C. Weeks, in a 1938 statement to the Road Accidents Committee of the British House of Lords, "is a condition of euphoria, a careless sense of well-being that masks the definite impairment of judgment, and as a sequence thereof, the uncritical self-satisfac-

tion with performance and the distortion of the normal power to estimate and control speed. The man 'on the top of the world' always tends to drive very much quicker than he thinks."

An Extraneous Source

Alcoholic accidents and danger are extraneous accidents and danger. They are brought into the affairs of every-day life by social custom and tradition. They are unnecessary to the situation in which they arise. Most of the great burden of accidental injury and death, fought by the safety councils and all common sense—reckless auto driving, "jay-walking," the slip-up in directing a high-powered or intricate machine, the crash of the plane, the wrong step on the stairs at home, the climb by the children to the top of a stack of boxes, the thousand-and-one occasions that make up the gigantic accident roll of modern life—come from immaturity, ignorance, lack of judgment, or natural limitations of "the human element"; or they are due to the lack of safety devices for which steady research, education and regulation are seeking and finding ways of improvement.

But the accidents associated with alcoholic drink and its customs, in addition to what it has in common with other great sources, have an essential fact of difference—they are brought into existence by the deranging action of the article itself on the nerve centers of the user, and by the social situation of which he is a part. They are not existing defects, but self-created. Alcoholic indulgence brings an "accident-prone" state of emotion to many individuals, to social groups, and to the community. Where inefficiency exists it is increased; where it does not exist, a beginning is made; muddled states of nerve and mind are increasingly muddled. Liquor never aids clear thinking, caution, wise action, but always the opposite. It may be, when taken knowingly, a deliberately created source of danger, social and personal.

When is a man drunk? A definite answer has not yet been found; both men and the conditions under which drinking is done, vary greatly. But the "twilight" zone of uncertainty is large, a place of irresponsible thought and conduct. A test may be found in the risks he accepts when under the influence

of liquor. If a glass of beer, or a heavier drink of spirits, upsets his ordinary judgment, he is drunk to that extent.

It is the drug-created sense of well-being, "the secret of its charm," narcotic in character, that makes the impairment of judgment taking place seem desirable. Danger is inherent in alcoholic beverage, however defective or near-perfect the "human element" and the safety-devices of machine and auto. No other article of pleasure in general use, except the higher narcotics, opium, cocaine or hasheesh, brings with it into the social life of today so much danger to life, safety and health, as does the popular use of alcoholic beverages.

The Human Factor

At a time when popular increase in the use of machines, from gadgets to stream-lined autos and trains, is occurring on every hand, the ability of man to use and control and profit from our overwhelming mechanical progress, should, also, advance in corresponding degree. The "human element" now, more than ever in the past, is of supreme importance. Yet advancement in this respect has not kept pace; invention, and technology are enriching life to a degree far beyond former human dreams. But the effective use of these great resources awaits a growth in ability to control, if abundance and wide distribution of health, safety and material abundance are to be enjoyed by all.

Into this situation comes the ancient social custom of toxic pleasure as a deteriorating factor, a retarding force. Its influence stands out most concretely in problems of public safety. As it is dangerous for a man under the influence of liquor to operate a high-speed machine or automobile, or to cross on foot a modern highway, it becomes also a question of serious importance, socially, whether the wide use of an intoxicating substance, with its known effects on the capacity for judging, reacting, discriminating and seeing higher or more distant aims, as against immediate sense gratification, does not have serious effects in the life of a nation. The careless habit of alcoholic drink, "a pleasure substance," as the Germans call it, has greatly increased significance in light of modern mechanical invention and the distribution of machines into the hands of the many.

When knowingly chosen its use is the deliberate choice of a lower-than-average state of personality. "Alcoholic drink attacks the most important asset the present-day worker must have if he is to function in machine industry, namely—nervous energy and an active brain."¹⁸

Referring to the growing movement for public safety, *The London Times* quotes the National Institute of Industrial Psychology: "Were as much attention paid to the human factor as to the mechanical, the percentage of accidents would be materially lowered" (Mch. 28, '33). Yet the state of the "human factor" is too often kept in the background.

The increasing complexity of modern living, the number of points at which everyone comes into contact with his fellows, makes a relatively small degree of intoxication a more important matter than in the past. The effects of temporary over-confidence, or of slightly reduced dependability have greater—and quicker—implications. The day when Old Dobbin took his hilarious, or drowsy master safely home has passed. The grand-daughters and sons of that generation, now at the steering wheel or jav-walking the traffic lanes, must have within themselves a higher degree of dependability if they are to survive even equally well.

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LATEST SCIENTIFIC INFORMATION

Briefly Stated

One of the best scientific summaries of the effects of alcohol published in recent years is *Alcohol—Its Physiological and Psychological Effects and Their Social Consequences*, by Mary Lewis Reed, R. N. It condenses into fifty-six pages the more important findings of scientific investigations.

Writing from a nurse's viewpoint, Miss Reed is interested not only in presenting the facts, but also in giving them a social application. The keynote of her conclusions is: "Since beverage alcohol is the major narcotic problem in the world today, particularly affecting the public health in every country, we can best serve others by studying the scientific truth available on the subject and widely using such information to show that we believe in *prevention* (which is the chief aim of modern medicine) rather than in *cure*, and that we are willing to put our belief into practice by constant education on this point."

Miss Reed is never emotional or fanatical. She bases her scientific statements on writings by Miles, Emerson, Benedict, Hisey, Weeks, and others. The opinions of many experts have been organized into a logical arrangement and clearly stated in everyday language. As a result her booklet is both authoritative and readable.

Alcohol—Its Physiological and Psychological Effects was originally published in the *Trained Nurse and Hospital Review*. As a booklet it has a circulation of 35,000. Copies may be purchased from Mary Lewis Reed, Room 903, 468 Fourth Ave., New York.

Alcohol is, under no conditions, and in no amount, beneficial to the healthy body.—Prof. A. Fick, Wurtzburg, Germany.

No man can do the best work of which he is capable if he is taking alcohol.—Prof. Sims Woodhead.

Decidedly pleased with your new projects and THE STUDENT; its makeup is decidedly improved . . . the quality of the material classy.—J. M. GILLETTE, Sociology, University of North Dakota.

Looks better, in its new form and size . . . should be more effective.—BEN. A. ARNESON, Political Science, Ohio Wesleyan University.

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THE INTERCOLLEGIATE ASSOCIATION
100 Maryland Ave. N.E., Room 104 Washington, D. C.

Toward Opposite Poles

EVERYTHING I am trying to build up as an educationalist, alcoholic drinking tends to tear down. Am I trying to develop young men mentally? Alcohol destroys mentality, . . . Am I trying to build up young men morally? Alcohol is a potent cause of crime and immorality. Am I trying to stabilize young men's emotional control? Alcohol unbalances the judgment and disorganizes the emotions. The natural results of a college education and of consuming beverage alcohol are represented by divergently opposite poles.

—DR. GEORGE B. CUTTEN, President, Colgate University.

Varieties in Appetite

Natural. Hunger and thirst are natural appetites for food and water to replace worn out physical materials and evaporation and elimination of liquids from the body. Hunger is the conscious need for food. It is organized in terms of need for sugar.

Nervous responses to the natural appetites stimulate the emotions. In children, the responses are indicated by tantrums, peevishness, over-excitement, perversity, sleeplessness, etc. In older people, fretfulness, grouchiness, wilfulness and other childish responses may be in evidence. However, in older children and adults, the emotional upsets are more or less concealed by training and self-control. We have learned to know that this nervous disturbance is hunger and that food will give relief.

Sophisticated. Sophisticated appetites are cravings or desires for foods and food combinations that are not essential to satisfy hunger, but which may do so, and at the same time appeal to the eye, to cultivated tastes and the sense of smell. They are developed and become accepted through education and social conventionality. Hospitality plays an important part in their development.

Acquired. This is appetite for things to eat and drink which have little or no food value, as alcohol and tobacco. The desire to do as others do, to join in the crowd, to be in style, to be "smart," are some of the reasons for learning to like such substances.—E. L. SEVERINGHAUS, M.D., University of Wisconsin, Medical School, *Temp. Education Journal*, Madison, Oct. '39.

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THE
INTERNATIONAL

STUDENT

OF LIQUOR IN LIFE TODAY

In This Issue . . .

LIQUOR PROBLEM IN COLLEGE
EDUCATION

FINNISH STUDENTS—
BEFORE THEIR WAR BEGAN

ALCOHOLIC DISORDERS

NO HARM IN ANOTHER

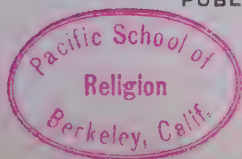
A NEW EMPHASIS TODAY

REALISM AND RELEASE

AUTO SPEED TESTS IN ENGLAND

CAUSES OF REJECTED INSURANCE

ALCOHOLIC RELEASE AND
PUBLIC DISORDER



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THE INTERNATIONAL STUDENT

FEBRUARY, 1940

Vol. XXXVII, No. 4

HARRY S. WARNER, *Editor*

What They Are Saying

You have developed a most excellent program of public education. It has seemed to me for some time that this approach was the most useful type for the Association. I congratulate you on the high quality of it.—Cecil O. North, Professor of Sociology, Ohio State University.

Your organization and publications constitute a real force in education.—R. E. Manchester, Dean of Men, Kent State University, Ohio.

The "New Understanding" pamphlets issued by the Intercollegiate Association present a most interesting and educational picture of the liquor problem in the light of present-day conditions. They stimulate serious and constructive thinking.—Carl D. Smith, President, Babson Institute.

I take pleasure in enclosing my check for \$——. Wish it could be made five hundred.—Henry Louis Smith, President Emeritus, Washington and Lee University.

By coöperation of the Methodist Board of Temperance and the Intercollegiate Association, the INTERNATIONAL STUDENT is being sent to high school libraries in various states as a source for study and discussion of the liquor problems of today.

The INTERNATIONAL STUDENT publication is being distributed by the State of Montana Temperance Commission, pursuant to the laws of Montana, 25th Session, 1937, Chap. 201.

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The Liquor Problem In College Education

By PROF. R. E. MENDENHALL

Otterbein College

PRACTICALLY ALL of the facts needed for a sane handling of the liquor problem of today may readily be taught as parts of the regular courses now being given in our colleges. There is much which could and should be taught but which is now neglected.

The reason may be ignorance, indifference, or fear. Any move toward an adequate program of education on the alcohol problem in our colleges will need the coöperation of all members of the faculty. We must—in some manner—overcome this ignorance, indifference and fear. The average college student, even in our church related colleges, considers himself a very sophisticated fellow. If he knows in his heart that he is not sophisticated he hopes that no one will discover it. There is a widespread sentiment that the greatest sin is being queer. He does not mind being thought wicked—or naughty, at the least; he is desperately afraid of being thought foolish.

He considers himself a rebel and rejoices in his defiance of convention. As a matter of fact, he is excessively conventional. He defies the conventions of his elders but grovels before the conventions of his contemporaries. This is not at all strange or unnatural. Our generation did it, and so did our fathers. It is nature's device whereby we become adults. Without this device we should be shackled by traditions and human progress become all but impossible. Any college curricular work on the subject of alcohol must utilize this tradition smashing proclivity of youth, not oppose it.

The average college student believes, I regret to say, that prohibition was a complete failure, and that to drink or not to drink is merely a matter of personal taste. He believes these things because he has heard them repeatedly. To him, the

Condensed from a paper presented by Professor Mendenhall at the annual session of the National Temperance Conference, Washington, D.C., January 17-18, 1940.

anti-dry still carries the charm of the revolutionist. This is frequently the case with children who come from homes where total abstinence has been the rule. We are confronted with the phenomenon of drinkers' children turning dry and preachers' children turning wet. To the boy whose father drinks, becoming an abstainer is rebellion against a none too respected father. Slowly but surely the tide is turning. The believer in temperance is now the underdog, and if we wisely and cautiously accept and accentuate that fact, we shall soon find the younger people flocking to our banner in increasing numbers.

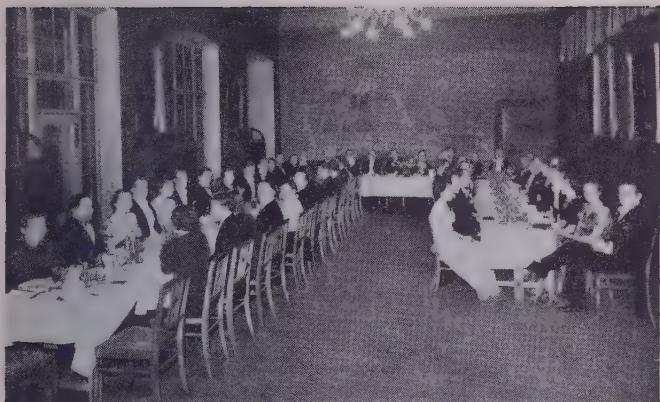
Let us not, however, hurry matters. Haste is impossible. A student must feel convinced that he has discovered something new; that he thought of it himself. The final stages of the thinking should really be his. What we are about to propose is to supply the college student, bit by bit, with accurate, scientific information and with educative experiences.

If the information comes to the student through the normal channels of the courses on biology, hygiene, physiology, physical education, psychology, economics, sociology, political science, history, education, home economics, ethics, etc., he will absorb it and accept it. Our problem is how to get the proper information launched into these channels.

In biology, hygiene, or physiology, the student should learn what happens when alcohol enters the digestive system, and all the subsequent action to which he subjects his interior whenever he takes a drink. He should know whether he is taking a food or a poison, a stimulant or a depressant. He should learn whether alcohol has any value as a food; whether its use will affect his progeny; whether alcohol will affect the length of his life. Surely the knowledge of the results of a cocktail has as much potential value as the habit of brushing one's teeth; yet thousands of children, from kindergarten up, are being frantically urged to brush the teeth thrice daily by teachers who never mention liquor.

The psychologist should understand and teach the causes of drinking and the neural effects of it. He should be able to give specific directions for the breaking of the alcohol habit. He should know and teach what alcohol does to reaction times. He should understand alcoholic psychosis.

(Continued on Page 110)



FINLAND'S STUDENTS IN TIMES OF PEACE

THE ANNUAL BANQUET OF THE UNIVERSITY AND COLLEGE TEMPERANCE LEAGUE OF FINLAND, SPRING OF 1939. IN THE MUSIC HALL OF THE "OLD STUDENT HOUSE," UNIVERSITY OF HELSINKI, HELSINKI. (HELSINGFORS)
ON THE REAR WALL OF THE ROOM IS A NOTED FRESCO BY A. CALLEN-KALLELA, FROM KALEVALA, "KULLERVO GOING TO WAR."

Sources of Strength in National Emergency

In a year of desperate national crisis to Finland, certain outstanding characteristics give strength to her whole people:

1. A Physical and Health Culture, noted world-wide in the athletic prowess of her young men; now of spectacular national service in the ski raids of her hardy young fighting men.

2. An Average Height of Education, unmatched elsewhere in Europe, that can hardly be matched anywhere else in the world; no illiteracy.

3. The *Lowest Per Capita Consumption* of alcoholic drink of any people of Europe; leadership in anti-alcohol education taken by (1) the university and college students, teachers and graduates, and (2) the League of "studying youth" in the high and secondary schools.

4. An Economic Democracy that has practically eliminated both poverty and concentrated wealth.

These constitute a source of national strength, beyond measure in value, in the present crisis of heroic Finland. A former president of the Parliament, Professor Paavo Turva, has issued a pamphlet, "An Abstaining Youth Protects the Frontier."

ANTI-ALCOHOL ACTIVITIES OF FINNISH YOUTH

The Finnish Temperance League of Studying Youth, founded in 1906, sends its secretary and other representatives to give lectures and talks at secondary, teachers and commercial schools. Last year, 243 addresses were given by its representatives to 44,093 pupils in these higher schools.

Every third school of secondary grade has a local society, as has every training school for teachers. In its educational approach the League invites the youth of the country to readjust their attitudes, utilizing debates, temperance examinations and circular letters as educational projects. Whole classes in the teachers colleges take their examinations since the League's certificate is used in applications for appointments. In the spring of 1938, 1,927 took these examinations.

"The Pole Star," "Pohjantahti," organ of the League, is the only paper exclusively for secondary schools in Finland. Another publication, to aid those preparing for examinations after their study of the liquor problem, and the program of temperance week, is published annually. In 1938, a prize pamphlet, "Observations of Champion Athletes on the Influence of Alcohol and Tobacco," was published and widely distributed, and the distribution of a series of previously published books, under the title, "Sober Youth," was continued in 1938 and 1939.

An annual meeting is held each summer at which the program of work is richly combined with pleasure trips and athletic contests. Other activities include an annual writing contest on temperance, cinema picture-taking, interviews and distribution of questionnaires. Notable interviews with authors, prominent citizens and athletes of note marked the year, the interviews with athletes, being part of a world-wide investi-

gation of the physical effects of the use of alcohol and tobacco in athletic performance, the results of which were published last spring in Berlin.

The Finnish Temperance League of Studying Youth has ascertained, with profound gratification, that the temperance movement among the youth of Finland is making great progress at the present time (Spring of 1939)—a fact which encourages the League to go on confidently doing its share toward the development of a new generation in whose thought and customs alcohol has no place. —Condensed from SONR, Helsinki, 1939; published in five languages—Finnish, Swedish, English, German, and French.

Attitude, Not Appetite

WHEN YOU ARE DEALING with drinking among youth, you are not primarily concerned with an appetite, but an attitude.

To keep before young people the facts about drinking and driving, the cost of drinking in human woe, the effects upon body and mind as science has disclosed them—all this is good, but insufficient. What is really needed is help in forming a basic philosophy of life that fronts up to reality, instead of dodging it by an escape into drinking.—D. STEWART PATTERSON, Washington, D. C.

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Oxidized as Food, or What?

The statement that alcohol is a food conveys a *suggetio falsi*. Alcohol is slowly oxidized in the body, as are citric and tartaric acids; but no one would suggest that they are foods. Because alcohol is oxidized in the body we should not make the scientific inference that it is to be classed as a food. Indeed, the oxidation of alcohol is the result of the body's attempt to get rid of a poison.—PROF. SIR F. GOWLAND HOPKINS, F.R.S., discoverer of vitamins, *Facts for Thinkers*, Sheffield, Eng.

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The Intelligentsia

Through one of the West London missions recently there had passed 19 solicitors, 6 doctors, 4 dentists, 5 graduates of art, 9 schoolmasters, and 3 ministers of religion. Every one of them had come down through drink.—DR. COURTENAY C. WEEKS, *Scottish Temperance Reformer*, Nov. 15, '39.

The only hope in life is to leave the world better for having been in it, and intoxicants will not help us do that. Alcohol does not spare anyone—a Robert Burns or a Coleridge—any more than a poor woman.—Wilfred Grenfell, of Labrador.

Alcoholic Disorders Not Decreasing

By THOMAS PARRAN, M.D.

Surgeon General, Public Health Service

MENTAL DISEASE and narcotic drug addiction have become recognized public health problems.

The United States Public Health Service is actively concerned with these problems. Mental diseases cause more days of hospital illness than any other group of diseases. Millions of dollars are spent yearly for the treatment of these diseases by Federal, state and local governments, but very little is being done toward research into the fundamental causes, the discovery of which would point towards preventive and curative measures.

The syphilitic mental diseases will be reduced by the nation-wide campaign to eradicate venereal disease, but alcoholic disorders are not decreasing. In 1937, 5.1 (five and one-tenth) per cent of all first admissions to mental hospitals in the United States were suffering with alcoholic psychoses. An additional 7.7 (seven and seven-tenths) per cent were admitted because of alcoholism. These figures represent only a part of the alcohol problem as it affects the country as a whole. They do not take account of the arrests for driving while under the influence of liquor, and the numerous cases for non-support, desertion and other anti-social behavior that have an alcoholic background. These latter conditions, together with other arrests due to drunkenness, account for well over 100,000 police cases each year. The combined figures suggest the seriousness of the problem and the necessity for medical and social research into the causes and prevention of alcoholism.

An excerpt from "A Message from the Surgeon General of the United States, Thomas Parran, M.D., in the *Union Signal*, Jan. 6, 1940. Dr. Parran has been in Public Health service since 1917.

No Harm In Another

By S. RALPH HARLOW, Smith College

Professor of Religion

THAT A GLASS of alcoholic drink is harmless, a social asset at a college dance or other get-together, is a statement made so often as to become trite. But I have seen too many concrete examples of men and women, with ball and chain habits around their lives—habits that started in this way—to escape the conviction that one is taking chances with future happiness and health, when he starts the practice, even in a social way.

I have stood by dying men in the delirium tremens ward of Bellevue Hospital, men who started toward that end at a college drinking spree. One summer, when I was a young minister in lower New York, we ran a tent for down-and-outs on the river front. We kept a record of the causes for the poverty and unemployment among the men who drifted into that tent. At the close of the summer we had notes on over ninety men who had started their downward path through drink, their first glass *in college*.

For several years I was on the faculty of an American college in Turkey. One day, on the streets of Smyrna, a Greek policeman told of an American boy dying in an American hospital. I went to see him. He was in the last stages of delirium tremens. In his saner moments he talked with me. He came of a fine old family in Virginia, a graduate of a leading university. In his fraternity he had taken his first drink. His last three days were a nightmare. Could his fraternity "brothers" have listened to what he said in his dying moments they would have had unhappy thoughts throughout the rest of their lives.

The young man would not tell his name, nor give a clue to his origin. But a telegram from the American embassy in Constantinople, asking our consul to trace a boy last heard of in a Black Sea port, came on behalf of his mother and sister in the United States. Lying dead from the effects of alcohol in the Greek hospital in Smyrna, was the boy sought; thus we learned his name. With his dead body there went back home the dead

hopes and prayers of a devoted family. And the source of the tragedy was at the fraternity house where they had said "another little drink won't do you any harm."

Yes, take it for granted that this is an *exceptional* case; who wants to take the risk of being responsible for another?

A New Emphasis Today

Editorial

THE TIME HAS COME for a renewed emphasis on basic considerations in education on alcoholic drink in modern life—an emphasis that will seek to know, and to show, *what it is*, and why.

This new approach, essentially educational—should be more scientific, more broadly comprehensive, all-inclusive yet impartial and objective, than any program of education heretofore proposed. It is *being made imperative* by the present spread of drinking customs; the unthinking way in which they are being adopted by youth and older people alike; the tendencies toward excess; the growing social and personal dangers from widespread intoxication; the tremendous reach of liquor propaganda, over the radio, the press, the movies; its power in moulding the attitudes of youth and public opinion.

What group is better, or as well qualified to lead in such an undertaking as are the colleges, the faculty members, students, the alumni of colleges engaged in education—the men and women who stand for leadership in education on all such national problems, and who seek to make education vital in the affairs of the nation?

No class is more concerned with social values or less with profit motives. No other will so naturally take the longer view, *the real one* in such a problem as this.

No other knows so well how to bring together the contributions of many minds into group thinking and social conduct, into intelligent public opinion and action.

Realism and Release

AS A NEWSPAPER REPORTER SEES IT

THE AFTERMATH OF LIQUOR is not a lovely sight; it is vastly different from the picture of a half-dozen people gayly sipping cocktails.

I have helped pick liquor's victims out of demolished cars, in a pool of their own blood . . . the inevitable bottle in the back seat . . . fished them out of gutters, rolling in filth . . . picked them up, not so far gone, knowing they were going to be nauseated suddenly.

You haven't seen anything until you have seen an old-fashioned family battle, where liquor touched off the tempers, each party shouting the other's infidelities . . . screaming women, many of them young, brought to the jail . . . heard the night sergeant, tiring of their kicking the cell door, ask the matron to strip them of their shoes. One case, I remember, where we found husband and wife, after a seven-day jag, a fortune blotted out, four children uncared for. I have seen husbands stabbed by their wives, not always in the poorer parts of this city; wives with broken arms, wrenched by husbands. I have ridden lonely roads with Federal agents trying to intercept midnight deliveries, crawled with officers on hands and knees while surrounding a house, been led by a bootlegger through hidden traps.

The worst of all is to find a badly beaten wife with a couple of babies pleading for protection against a drunken beast. And the next morning will find her begging the chief to free "her man" so he will not miss his day on W.P.A.

Perhaps the most sordid chapter around here has been written at the roadhouse; a tiny boy left in the car begging his daddy to "go home now," the father "not ready," at three in the morning. Curious to see how long the show went on we stayed one Saturday night; at six-thirty in the morning came the parade: two girls fighting off the demands of four men to get in a car; girls and men staggering down the highway, meat for any drunken driver; in front of a tavern seventy-five peo-

ple, half of them holding their last bottle; a sight for Sunday morning.

The burning of one tavern and the tightening of commission restrictions have changed the picture somewhat, but the liquor situation in Lincoln is not a pretty one. If public opinion is not marshalled behind enforcement of existing statutes, the picture is going to be even more sordid.—Condensed excerpts from a talk before the Sheridan Men's Club, Lincoln, Nebr., by Alan McIntosh, reporter for the *Nebraska State Journal*; printed in *Union Signal*.

Auto Speed-Tests

IN ENGLAND

TESTS RECENTLY MADE by Dr. H. M. Vernon at the National Institute of Industrial Psychology, London, tend to confirm other investigations that even quite moderate quantities of alcohol will cause an auto driver to speed up and drive with less than usual accuracy, the majority of such drivers being wholly unaware of any acceleration.

The twenty persons tested were given measured amounts of whisky or beer, the average whisky dose being slightly more than an ordinary "double," and the beer dose being 5 oz. of the light ale. Doses were varied according to the weight and probable susceptibility of the subject under test.

Each person first underwent three driving tests at the wheel of the Institute's special driving apparatus, which reproduces road conditions with remarkable realism. A drink was then administered, and further tests made at intervals of 30 minutes, 1 hour, and 2¼ hours.

In twenty-two tests on fifteen experienced drivers, the records revealed speeding in eighteen cases, and diminished accuracy of driving in seventeen cases. Five nondrivers tested proved to be more affected than were the drivers, and two of them showed more reaction to the slightly alcoholic beer than to the very alcoholic whisky. Taking all the subjects together, it was found that the driving speed of half of them increased by 10 to 30 per cent after the drink.—*National Institute of Industrial Psychology*, Aldwych House, Aldwych, London, W.C. 2.

Causes of Rejected Insurance

FROM A NORTHWESTERN LIFE STUDY

HIGH BLOOD PRESSURE, *excessive use of liquor and heart impairments* rank one, two, three in rendering people unable to pass insurance requirements. This "big three" is responsible for more rejections than all other causes combined, according to a study of habits and uninsurability just completed by Northwestern National Life Insurance Company.

Out of each 100 rejected applicants, 27 have high blood pressure, 24 indulge excessively in liquor, and 21 have serious heart impairments.

Although the use of alcoholic beverages has become much more widespread in recent years, the proportion of rejections due to excessive indulgence in liquor has remained practically stationary since 1936. The explanation is that the majority of persons taking up the use of spirituous drinks in recent years are apparently confining themselves to the lighter beverages, or to an occasional social cocktail.

Two out of five men but only one out of twelve women under 30 use alcoholic beverages, among insurance applicants. But between the ages of 30 and 45, three out of five men and one out of three women indulge. In the age group of 45 and over, two out of three men and only one out of six women are users, according to statistics covering 15,000 accepted applicants and 1,000 rejected applicants. The tabulations of indulgence include all permissible degrees under insurance standards, including the merely occasional, and the use of the lighter beverages.—From a 1939 study and statement by the Northwestern Life Insurance Company, of Minneapolis, Minn.

"Characteristically Different"

The liquor business has been recognized by the courts of practically all states as being characteristically different from other businesses and there is no inherent right in any citizen to deal in intoxicating liquors. A license does not create a vested right but is merely a temporary permit.—Superior Judge EMMET H. WILSON, quoted in *Los Angeles Times*, Dec. 11, '39.

THE LIQUOR PROBLEM IN COLLEGE EDUCATION

(Continued from Page 100)

Our budding economists in the colleges should learn the effects of alcohol on the efficiency of labor, on insurance rates—either life insurance or the various forms of accident insurance, and the relationship of alcohol to taxation. He should learn the returns to labor to be expected from a thousand dollars expended for liquor as against a thousand dollars expended for flour, steel rails, or other commodities. He should have the facts about liquor as a builder-up of industry.

Sociology should examine the relationship between alcohol and crime, poverty, degeneracy, family life, religion, recreation, public health, and a host of other social relationships.

Let the political scientist give our college young people a true knowledge of the causes and the course of our prohibition movements. Let him lead his students through an unbiased study of the various methods which have been attempted for the control of the liquor business. Let him examine the connection between liquor and political corruption. The entire field on taxation and revenue falls in his domain.

The prospective teacher should be given an adequate background for teaching the truth about liquor. The teacher of teachers should know the truth himself. The teacher of ethics can find no finer or more persistent ethical problem than those brought up by the use and abuse of alcohol. Is getting drunk immoral? Is getting just a little drunk immoral? What is immoral, anyhow? If suicide is immoral, is shortening life by the use of alcohol a form of suicide, and therefore immoral?

We must lead the college youth of today to make his own investigations; to find out for himself how much of the P.W.A. wages in Oskaloosa are expended for liquor; what per cent of the traffic accidents in Los Angeles are alcohol induced; the ratio between present manufacture of whisky and present consumption; the relationship between marijuana and drinking; the effect of repeal on the prosperity of the movies; what the life insurance societies are doing about drink. Let him visit the night courts and domestic relations courts. Give him assignments that will lead him where he can see the truth for himself,

Alcoholic Release and Public Disorder

A Study in the "New Understanding" Series

By HARRY S. WARNER

THE WAY THAT ALCOHOL operates in producing its forms of satisfaction and pleasure is better known today than in former generations. The recent research by psychologists into the motives that prompt men to drink, and the wide experimentation by the millions with its functioning in automobile traffic, are bringing an amount of tested knowledge that was not accessible even a generation ago. It is becoming increasingly clear that by interfering with the normal working of the higher brain centers, alcohol puts judgment out of gear and makes its users not only prone to automobile and machine accidents, but to social disturbance and moral accidents as well. As a result alcoholic pleasure is beginning to lose some of its age-old prestige among people who look beyond the reactions of the moment, especially thoughtful younger people.

For the out-working of "alcoholic release" appears constantly in the daily press. The news of any average day will include a flood of incidents, marking advanced stages of drinking, such as the following:

"Charged with driving while under the influence of intoxicants and leaving the scene of a collision, Mrs. ———, 30, prominent Washington golfer, . . . arrested . . . lives at ——— (a fashionable hotel)"; "befuddled with drink a 70 year old janitor, arrested, confesses slaying a tenant . . . a mother of three children." "——— disappeared from a launch . . . body found yesterday. The boat was the scene of a drinking party which began Saturday and lasted well into Sunday."

A fashionable young woman, a janitor, three children, and a capable business man all in serious trouble, according to the news of a typical day in one city, on account of the emotional

release gained through alcoholic pleasure. Any newspaper in any city, almost any day, will continue the story in similar ratio to other sources of disorder and crime.

Such a cross-section is much more than news. It is a realistic picture of the culture that develops when alcoholic drink flows freely. It is an index of a wide-spreading field of created disorder, of anti-social conduct, misdemeanors and possible crime of serious nature. It illustrates the readiness with which vast numbers of people, with little concern as to consequences, follow custom and the pressure of "the crowd" into situations in which the rejection of social standards are frequent and abnormally easy.

The custom of seeking alcoholic satisfaction, release and pleasure, brings into every-day living an occasion of disorder that runs into anti-social conduct of many varieties including crime, petty and major.

Continuous Source of Disorder

For ages practical observation has made it clear that an abnormal degree of disorder, erratic emotional expression, crude conduct and violence accompany alcoholic intemperance. This variety of pleasure itself, from the savage days of the race to its latest expression in a modern tavern, or at a cocktail party, has been the result of conditions in nerve centers and brain that are distinctively unusual, abnormal or low-grade. Experience and sociological observation alike associate alcoholic indulgence with a highly disproportionate amount of social disorder. Recent psychological research, seeking explanations, tends to confirm these earlier conclusions. For it shows how the first and characteristic action of alcohol is on those functions of the brain that have to do with self-control, effective judgment, supervision of the emotions, and the ability to observe and take into account social and moral estimates of responsibility. Also, that alcohol accentuates the egotistic to the disadvantage of social conduct. As a means to popular pleasure, alcoholic beverages bring into society more than their share of disorder and potential, or active, anti-social tendencies. Few, if any, other popular pleasures can even begin to involve the community in complications and consequences as serious as does intoxication.

The varieties of offense and disorder committed while "un-

der the influence" are those that might be expected from the physiological action of alcohol, "even without the aid of constant observation and statistics. In its first stages, . . . loud talkativeness, singing, disturbances of the peace . . . the impulse to make purposeless motions . . . damaging property . . . altercations with persons, which lead to . . . insult, to breach of the peace, to resistance to officers, to assault and battery. . . . They are always the same acts, taking their course according to the premature, unpremeditated, exaggerated reactions responding to external irritation."¹

"The chief factor in the physiological action of alcohol is the deteriorating effect which it produces;" this shows itself in "an increasing liability to commit careless and violent acts,"² concludes Herman Adler, criminologist.

Brawls, fights, disorders occur easily at certain stages in the drinking game. Next comes low-grade, brutal action, sometimes crime. In police courts, the cases of drunkenness, drunk and disorderly, misdemeanors, fights, reckless driving, vagrancy, associated with or largely resulting from drunken conditions, constitute a huge total of petty crime and disorder. The trying and punishing of such offenders has a prominent and regular place on all police dockets.

Intoxication as Mis-conduct

To appear in public, on the streets, or at public gatherings, in the advanced stages of intoxication is usually treated in law as a misdemeanor or minor crime. It should be treated as the act of a sick man but, however classified, it is a form of anti-social conduct. "Drunkenness," whenever that indefinite state of intoxication is reached, is an occasion for police action; and "drunk and disorderly" is a well-established, never-ending source of statistics in the lower brackets of social mis-conduct.

But to call for arrest, drunken conduct must be conspicuous, a nuisance. It must be an encroachment on the peace and safety of the community, or endanger the drinker himself. Any claimed right to be drunk in private is definitely limited in public by the irresponsible condition of mind and body of the claimant while he is in that state.

The constant crop of arrestable drunks is a serious reality wherever alcoholic beverages are generally available. In Eng-

land and Wales in 1935 there were 41,688 convictions for drunkenness, an increase of 38 per cent in two years. In the city of Birmingham alone there were 2,700 convictions, an increase of 17 per cent in two years. Of these 1,700 were young people.³

In the United States reports of the Federal Bureau of Investigation show a steadily mounting increase in those offences for which liquor is responsible. The ratio per 100,000 of those charged with intoxication in 1936 was 102.6 per cent more than in 1932; the ratio of arrests for driving automobiles while intoxicated was 48.7 per cent greater in 1936 than in 1932.⁴

But figures of arrests do not show the amount of public drunkenness. Local and state administrative policies vary greatly, as does the practice of arresting officials at different times of the year and under differing pressure, or lack of pressure, from public opinion. For example, New York City, with a population of 6,900,000, reported 2,826 persons arrested for intoxication in 1936, and Boston, with a population of 781,000, reported 40,673. It is inconceivable that Boston, with only one-eighth the population of New York, should have fourteen times as many arrestable drunks in the same year. Had New York police arrested on the same ratio as the average for the areas reporting to the Federal Bureau of Investigation the number would have been 117,000 instead of 2,826.⁵

In the City of Washington, "Chronic alcoholism" is what keeps the old District Jail so overcrowded that seven men sometimes sleep in one cell," says a 1938 report of an official committee studying prison systems.⁶

But drunken mis-conduct is a state of narcotic incapacity, of mental and physical illness or poisoning. The one who drinks, especially to the extent of becoming conspicuous, has reverted to the enjoyment of immaturity. He is expressing childish satisfactions with himself, rather than intentionally defying the rules of society. He should be treated at home, at the psychiatric hospital, or at a farm for drunkards, not at the jail. Those who lead the social customs, under which his introverted mind becomes disordered, and those who capitalize his weakness as a source of profits, may more properly be classed as knowingly anti-social than he.

A Source of Crime

Alcoholic liquor does not stand out as prominently as a specific cause of crime today in the report of investigators, as it did in earlier years. At the opening of the century, the frequent, if not usual excuse of those charged, in many varieties of crime, was that they were drunk and not themselves. This excuse continues with un-ending frequency in police courts, but the deeper sources of crime have been more scientifically analyzed, and the change in statistics is partly due to the changed understanding of the nature of criminal conduct. The later understanding gives more attention to the study of heredity, mental and physical; of the home-life of childhood and of economic, community, "gang" and similar influences that condition the lives of growing boys and girls. But with all the sociological analysis now given, the part that alcohol plays in the home and community is not, and can not be passed by as minor. It now stands out, more clearly seen, as a serious—and largely avoidable—complicating or direct source of most of those disorders that reach the stage of outbreking crime.

And the basic reason is clear. It takes years of guidance, education, moral and religious enrichment of growing youth, to build up those complicated controls by which one becomes a good citizen. It takes but a little flow of alcohol through the brain to inhibit those controls—let the personality slip back to an immature stage; and frequent releasing tends to break them down entirely. While a man's mind must be clear, and his nerves steady to make him "the brains" in a gang of organized bandits, or a "Public Enemy No. 1," the *enjoyment of intoxication* continues to take a high, and largely avoidable, place as a complicating or direct occasion of a vast amount of degrading, violent and anti-social conduct. And in addition, today as in the past, "a drink" is the resort of those calculating but socially-twisted brains and minds who lack the courage to follow their inclinations without the aid of a drug.

Describing the public burden due to the cost of prisons, police courts and their "expensive retinue," Bernard Shaw adds, keenly, his explanation:

"An enormous proportion of the offences they deal with are caused by drink. Now the trade in drink is extremely profitable. . . . Because the trade in drink takes all the money the

drunkard pays for his liquor, and when he is drunk throws him into the street, leaving the ratepayer to pay for all the mischief he may do, all the crimes he may commit, all the illness he may bring on himself and his family, and all the poverty to which he may be reduced."⁷

Increasing Sex Disorder

Parallel with a spread in recent years, in the number of liquor users and the per-capita consumption of each, has come an increase in the disorders that result in sex crimes, as reported by the Federal Bureau of Investigation. As example, the reports show a steady increase in the reported offenses of rape from 1,279 in 1931 to 1,682 in 1936.⁸ This was a period of severe financial depression; it was, also, a period of very rapid expansion in liquor consumption, contrary to what usually happens in "hard times" when money for every-day needs is scarce. This renewed diffusion of liquor among all classes and types of people reached, first, a full share of those with unstable, immature and abnormal nervous and emotional control, and those under unusual strain because of financial conditions. Second, the increasing, average consumption brought a higher per cent of those who, under milder indulgence in alcohol or not at all, would have retained their normal conduct, to the place at which they were ready to cast aside their previous personal and social standards. The increasing resort to liquor sifted out and started toward excess a larger share of those who most easily might become socially dangerous.

Recognizing fully the transitions in standards taking place, and the desperate struggle for existences that scarred the lives of many in the depression period as underlying factors in the recent increase in sex irregularities, disorders and crimes, it must also be recognized that the flood of alcoholic release was a complicating, if not causative fact, brought into an unhealthy economic situation by social tradition and ignorance of the meaning of alcoholic release. Also, that it is an avoidable, as well as complicating factor of vast significance.

Tracing the scientific background of alcoholic release as an occasion for increase in sex disorders, Dr. Haven Emerson concludes that it is "the commonest contributing factor in that letting down and weakening of self-control and discretion

that leads to looseness in sex conduct and to the acquisition of syphilis and gonorrhea."⁹

"Alcohol is an aphrodisiac and strong irritant of the genitourinary organs. There is an intimate relationship between impulsive acts of violence, especially assaults and sexual offenses where alcohol breaks down inhibitions and self control." . . . It has been shown, reports a Canadian investigator,¹⁰ "that the number of persons sentenced for sexual offenses in Canada has increased 76 per cent within the last three years as compared with the last year before the new present facilities for the purchase of liquor were provided, and this corresponds almost precisely with the increase in consumption of liquor in the same period."¹¹

In the United States, says Dr. Ray Lyman Wilbur, president of the American Social Hygiene Association, there is "a direct relationship between the increasing use of liquor and the amount of gonorrhea and syphilis."¹²

In the milder stages of intoxication the social surroundings and the people in the group, become increasingly agreeable; the world is rosy; emotional and physical changes are pleasing; restraints drop away, recognized limitations become less and less important. With continued drinking the better established inhibitions—healthful and unhealthful alike—are lifted. The drinker becomes a "Yes" man or woman—less keen of perception than usual, less discriminating. He is amenable to suggestion, particularly if the suggestion is in harmony with the physical and emotional impulses which assert themselves with renewed force as his customary sense of limitation is put to sleep.

Delinquency Among Children

"When adult misconduct through the use of liquor is fostered upon children and young people, juvenile delinquency is the inevitable result. Children learn what adults do by doing likewise. When drinking adults set examples, or when liquor causes parents to neglect and abuse their children social maladjustment and delinquency among children follows,"¹³ reports the Chicago Juvenile Protective Association, after years of investigation and first-hand experience with the problems of neglected children in that immense sociological laboratory, the City of Chicago.

This 1940 report, scientific, comprehensive, realistic, furnishes latest information that should be better known. Some of it, therefore, is quoted or condensed, as follows:

"I do not know whether juvenile delinquency is on the increase or not. Figures are available to show that it is, and that it is not. It makes little difference, because figures will not solve so complicated a problem. It is many sided, and no one can see all sides at one time.

"Certainly no one can dispute, however, that alcoholic liquor has greatly contributed to the breakdown of the home. This is true in Chicago, as in hundreds of cities and towns. In my opinion alcoholic liquor stands first, in Illinois, as in many other states, as the greatest single cause of economic, political, social, physical and moral breakdown affecting millions of individuals.

"The Juvenile Protective Association has investigated more than 7,000 taverns in Chicago. More than 6,000 of them were violating one or more laws, with an average of three violations per tavern. Hundreds of them were places about which we had received complaints. Over 2,000 of the taverns found violating the law directly involved juveniles. This does not include hundreds of cases we dealt with in which violations of the liquor laws directly or indirectly affected the welfare of children in their homes and communities."

The Juvenile Protective Association, in its tavern report, indicates a continuous flow of complaints from parent-teacher organizations, parents, welfare workers, civic, business and church groups, of liquor places operating in violation of law; "complaints of small children performing in taverns; of their peddling, selling newspapers, shining shoes in these places; complaints of gambling with dice, cards, raffles, pin-ball games, policy games, punch-boards and slot machines; complaints of liquor sales to high-school boys and girls; of indecent entertainment; of the displaying and distribution of obscene pictures and literature; of drunken assaults and even murders in taverns; complaints of fathers spending their earnings for liquor and gambling when their families need food; of mothers keeping their rendezvous at taverns while their children suffer; of young girls employed as hostesses, waitresses or dice game operators; of their immoralities, de-

linquencies and crimes resulting from drinking and contacts in these places; complaints of unattached women contacting men in taverns for immoral purposes; endless complaints of illegal conditions which persist with little variation in taverns throughout Chicago.

"Our interest in the social problems growing out of the retail sale of alcoholic liquor is in keeping with our policy to study community conditions which demoralize children, young people, and family life. . . . There are more than 9,000 retail liquor establishments in Chicago and their daily patronage far exceeds that of any other recreation or amusement facility in the city.

"We are interested in the effect of taverns in the community because juveniles are involved in one-third of those investigated this year. We are interested because of broken homes, domestic discord, neglected children and increased burdens upon welfare agencies through illegal operation of taverns. We are interested because of the tavern's contribution to crime, delinquency, promiscuity and immorality. . . .

"In conclusion, certainly alcohol is only one of many causes of juvenile delinquency. But it is unique in that it not only causes its users to become delinquent, it also enhances all other factors that cause delinquency. Poverty contributes to delinquency, and alcohol contributes to poverty. . . . While it is only a part of our social and economic order, liquor has steadily and insidiously claimed increasing numbers of children and young people as its victims."¹³

In—and Out From—the Home

The United States is facing a new social situation in the enlarged seeking of alcoholic pleasure by women and its increasing display in the home. Among middle classes, and generally, for a hundred years the trend of drinking was away from the home to the saloon. During this period, while liquor was being centralized in the saloon, drinking by women decreased markedly. The saloon, as a result of social pressure, education, and the temperance movement, became a disreputable place for women. Among the vast middle classes, drink was largely tabooed in the home and by the mothers of the home. This trend continued until well into the twentieth century.

For a short time preceding the world war, however, indulgence in intoxicants by women had begun to increase in the cities. Enlarged self-support in factories, stores and offices was bringing to women wage-earners a new economic independence and a demand for equality with men in public places. Drink customs among women were promoted by the organized drink trade of the period. In the larger cities certain types of refreshment parlors served as women's saloons where wine and cocktails could be taken without special odium. Saloons in industrial communities had a "family entrance," or side door to a back room for women. Beer wagons were gaining an increasing business in deliveries to residences and apartments. An investigator of 1910 wrote "Luxury drinking is common among the society and leisure classes. Lacking a healthful occupation and aim in life, they turn to alcohol for a spur to exertion in the pursuit of further pleasure." The women of the "upper 400" supported drink customs. "Opposite motives drive the poorer and laboring classes to the false relief afforded by intoxicants; over-fatigue, sickness, the awful grind of daily dullness and drudgery, and the craving for excitement produce 'misery drinking,' a means to temporary relief from burdens of poverty and sickness that would be excusable if its consequences were not so frightful."¹⁴

Enlarged drinking among women had set in shortly before the peak of national per capita consumption of alcoholic liquors was reached in 1911. It began to decrease thereafter as general drinking was reduced. Yet, on the whole, for more than a century the American ideal and practice, except, perhaps, in limited groups and on special occasions, was that "ladies do not drink." Now, for the first time in this country, women are drinking publicly along with men at tavern and cocktail party, while children go where they will and make their own observations.

Finished products of frequent alcoholic release and emotional expression among women appear in the same places where the excesses of men exhibited their products in the days of "men-only" saloons. "We are all agreed that drinking among women has increased materially since repeal of the Eighteenth Amendment," reports Martin Nelson, of the Keeley Institute for drink addicts. The number of women patients

at the Institute increased 14 per cent during the first ten months of 1935, but this increase is "probably not comparable to the actual increase in the number of women who have become habitual drinkers," in his opinion. "The problem of the women drunkards is rapidly becoming as serious as that of the men inebriates. Women are less able to withstand the rigors of hard and constant application to the bottle." Of the women taking "the cure," 90% were married, 77% were housewives, the remainder teachers, bookkeepers, office workers, restaurant keepers. Since the return of public liquor sale, a decided increase has occurred in the number of both men and women applying for treatment.

The resort to alcoholic pleasure is especially strong and menacing in its social significance among young women. Codes, social and moral restraints of the past have been disregarded for the time being. The older, longer established social drink traditions have prevailed over educational and religious considerations and influences.

The social significance of the new trend of drinking among women is, first, that every extension of the number of drinkers brings to light, in time, its due proportion of those whose nervous system is so organized that alcoholic craving is set up; and, second, that the increasing resort to alcoholic emotion by women is fundamental and far-reaching in its effect on the growing life and personality of the child. Such a change of attitude in the American home will have consequences far beyond those on the individual or the drinking group. This is a sociological fact of outstanding importance. "Future generations will suffer for the cocktails of today."

Similar changes are taking place in Great Britain, Canada, Australia, and elsewhere. "A feature of the situation today," says a survey from Capetown, South Africa, "is the increase in drinking among young women of the more comfortably-off class. There has been a change in the social point of view. In many circles where abstinence previously was held to be good form and drinking bad form, the attitude has been reversed. This must necessarily lead to an increase of drunkenness among women."

Disregard for Control

The distribution of alcoholic beverages for centuries has brought problems of peculiar difficulty into the public policy of nations. The character of the satisfaction thus offered, and its social consequences, have been, and are, seriously questioned. The control of the traffic in it is so controverted an issue in the United States, that it may be well to take discussion material, in part, at least, from other countries and other centuries.

In 17th Century England the manufacture and distribution of intoxicating enjoyment was so general, among all classes, as to threaten destruction to the country. Little or no restriction or control was attempted. Spirits were distilled so cheaply that a man could be "drunk for a penny; dead drunk for two pence." and the manufacturer and tavern keeper made a handsome profit in doing it. "The government found that masses of people were poisoning, ruining, maddening themselves with cheap gin. Accordingly a law was made by which every distiller had to pay the government so much money for every gallon of strong drink he manufactured that he could make no profit unless he added this tax to the price of the drink; and this made the drink so dear that though there was still a great deal too much drunkenness, and working women suffered because much more had to come out of the housekeeping money for the men's beer and spirits, yet the working people could not afford to drink as recklessly and ruinously as they did in the days when Hogarth's picture of Gin Lane was painted."¹⁴

Picturing the minuteness of Federal control of the manufacture of liquors in the United States that seems necessary today to insure collection of a simple tax on whisky and prevent evasion, a writer, describing his recent tour of a modern distillery, says:

"You might see a Federal agent weighing every bushel of grain headed for the mash tubs. On every valve of a whisky pipe a U.S.B.I.A. lock (U. S. Bureau of Industrial Alcohol) with a recording seal . . . in the cistern rooms government gaugers . . . in every warehouse a pipe-puffing government storekeeper without whose permission a distiller cannot roll forth a single barrel or under any circumstances touch a barrel between sundown and sunup because the government is

afraid of what might happen in the dark. All this because the United States levies \$2.00 a gallon tax and at high noon day demands its checks for whisky withdrawn.”¹⁵

For a hundred years in different states, many cities and counties, in the United States, varied and vast experimentation has been going on, seeking to reduce or eliminate the social and personal misfortunes and excesses that accompany general resort to alcoholic “release.” To supervise the sale, keep it in the hands of responsible dealers, prevent abuses, make the privilege of selling it a respected business, are the basis of the license systems in this and other countries; to tax highly, not only to obtain revenue, but to raise the character of the business; to place part or all of the retail sale in the hands of governmental authorities has been and is being undertaken; local and state limitation, local choice, freedom to banish or to retain, prohibition in various forms and degrees—all are, have been, and doubtless again will be employed and new ones devised in attempts to solve the problem of liquor control. None of these methods have been found uniformly successful, but variations and basic principles of each, in a multitude of divergent, often conflicting regulations, are in operation today throughout the country. Almost every state seems to have a control system of its own, differing at least in degree, from those of other states. Liquor selling is a social problem under any and every form of supervision or control that has been devised and given experimentation.

The difficulty in the problem of regulation is the character of the commodity itself, the satisfactions it yields, the satisfactions it defeats, their origin, persistency, and economic force. Attempts to limit, regulate, control, banish, or gain more than nominal revenue from liquor, sooner or later, come to the question of the differences between the alcoholic desire and its supply, and the desire for other commercial products and their supply. And this difference has been fully recognized in American law; that the traffic is attended by unusual dangers; that it may be taxed, licensed, controlled, prohibited, to any degree that public welfare warrants; that, because of its consequences, it “has no inherent right” to existence, only the sufferance of public opinion.

Continuing Occasion of Disorder

Whenever limitation in the distribution of intoxicating liquors is undertaken, whether for purposes of revenue or restraint and removal of unfortunate social consequences, opportunity for the growth of an illegal traffic tends to develop. The urge for alcoholic "release" and enjoyment, on the one hand, and for the economic gain afforded in gratifying it, on the other, creates a situation in which "boot-legging" may, and often does, appear and become strong. It is one which the unscrupulous individual and investor, without a sense of social concern, will not overlook. The history of the movement for moderation, temperance and control in Great Britain, North America and other democratic countries, offers abundant evidence of this tendency. From the story of the first licensing law in England, two centuries ago, down through the last reports from Alcohol Control Boards in this country, are found unlimited indications of this continuing difficulty in liquor control.

The tendency toward illicit types of "business" in the manufacture and distribution of alcoholic satisfactions seems to come from a combination of several factors: (1) The urgent pressure of intoxication desires after they have been well established; (2) the pressure of tradition and custom in keeping them prominent in society, notwithstanding scientific analysis and criticism, and (3) the character of liquor as a source of profits. As such it is strong, persistent and tends to increase, with repeated and multiple gratification, out-competing its competitors for the consumers' dollar.

Out of this perpetual crux between the daily operation of this substitutional desire, wide-spread among people of all possible types in mental, emotional and physical make-up, and the social necessity of limiting, controlling or removing the sources of drunkenness, disorder, degradation and crime, comes, unavoidably, illicit manufacturing and sale. It matters little whether the restraint is made through strict license requirements, special taxation, or drastic measures of regulation and removal. And the difference that does prevail is one of degree, not of completeness in freedom from illegal traffic. The supplying of toxic pleasure, when control of any effective kind is undertaken, becomes at once the source of a profitable

job in evasion of that control. "This has been found to be equally true under régimes of prohibition, strict control, and liberal regulation. And the problem will persist as long as liquor is especially taxed and legal limitations are placed upon it."¹⁶ This is just a part of the situation that must be met realistically and solved as best it may.

Public discussion now centers in this problem. Every state in the United States is experimenting with the question of control. There are almost as many ways of dealing with liquor, at least in details, as there are states. A brief historical outline may suggest the desirability of a long-time as well as comprehensive view of the situation:

1. "Bootlegging" and illegal sales were abundant in the years of "the old saloon." The licensed dealer, paying heavily for his privilege of conducting a saloon, had to compete with unlicensed dealers who secured their supply from the "moonshiner" or the legal trade itself. In many states, especially where the number of selling places was limited, or prohibited, illegal dealers took out Federal permits, but ignored city and state requirements. In New Jersey, in 1915, it was reported that there were 2,413 of this variety of illegal sellers. If saloons closed at decent hours, someone was ready to supply the midnight trade in other ways; if minors were kept out of bar-rooms, men with pocket flasks could supply an alley gang that wanted to imitate their elders in the bar-room; when saloon-keepers closed on Sundays and holidays, as they seldom did, or on election days as they usually did, bootleggers found ways to defeat the purpose of these regulations. Tax-paid liquor was higher in price than "hooch," "mountain dew," "forty-rod lightning," and other "blitzkrieg" stuff from back-alleys and mountain stills. Brewers sold to illegal dealers and employed expensive legal talent to defend them in the courts. The old-time liquor traffic flouted every regulation that society could devise to control it.

As illustrations, a report of the health commissioner of New York City in 1904 showed that much of the whisky sold was not whisky at all, that 75 per cent of it would come under the head of adulterations or substitutions. As early as 1886 public school boys were said to be carrying flasks. The *Pittsburgh*

Leader Nov. 15, 1900, referred to 2,300 "blind pigs" in that city that were "breaking the law every day of the year." The *Chicago Record*, August 19, 1907, stated that all over the city "the 'primrose path' was lighted by the all-night saloons"; that "there were 400 young men and girls" in one place, "nearly everyone drunk." Later, as the prohibition movement became strong, June 1, 1914, The *Tribune* reported a three-months survey that showed 14,000 women and girls frequented the saloons in a small down-town area every day.

(2) Alcoholic culture exhibits disorderly characteristics even more freely when restrictions against its excesses are severe. Illegal traffic, law evasion, "rum running," and "hijacking" were conspicuous, in the latter part of the prohibition period, after this form of traffic became organized on interstate and national lines with large financial backing. The opportunity for illegal profits, long established under license and saloon systems, was not overlooked by the rings, distributing gangs, and importing rum runners, of that period.

During the first three to five years of national prohibition public respect for law and order prevailed; economic prosperity accompanied the reduction that took place in quantity consumption of alcoholics; diseases due to alcohol declined; healthful sources of recreation, the automobile industry, citrus fruit raising, improved home life, shared in the economic and social consequences of transferring to them some of the money and time formerly spent at the saloons. But these gains, as methods of evading law were enlarged, failed to continue, then grew less as law evasion increased, encouraged financially by those to whom liquor selling was becoming, or might become, more profitable.

(3) Since the return of legalized liquor, a parallel illegal traffic, inherited from the old saloon days, continues in forms familiar in both previous periods. Within two years after repeal, a gang of bootleggers in Washington were indicted for smuggling into the National Capital a reported amount of 500 gallons of illegal liquor per day. It was peddled through legal stores as well as by illicit hip-pocket men. Arrests for drunkenness throughout the country increased sharply the first year after repeal; in New York, 55.5%, in Los Angeles, 95.%, in Denver the number was doubled; Boston had an increase of

75% in drunkenness among women. Certain techniques of pre-prohibition origin that flourished while liquor selling was illegal, were continued; the setting-up of stills in private residences in cities rather than in commercial districts, to make detection more difficult; the operating of "chains of small stills, instead of a few stills of larger capacity," to keep the loss, in case of raid, at a minimum.

The trends since repeal have not been encouraging. The ratio of drunkenness per 100,000 of the population of the United States doubled from 1932 to 1937, according to reports of the Federal Bureau of Investigation. The driving-while-intoxicated ratio increased 74.7 per cent in 1937 over 1932, and the number of women arrested for driving while intoxicated was three times as great as in 1932.

Can Liquor Be Separated from Disorder

Whether the general distribution of alcoholic liquors can be so supervised as to separate it from those tendencies toward anti-social conduct that have marked it under all forms of attempted control in the past, is a question that is being tested again, in a great variety of ways. Since the repeal of prohibition, a general policy which came, in part at least, as a popular reaction against the never-ending history of disorder, graft, organized law defiance and crime, that marked liquor selling before the World War, each state has been trying a plan of control largely its own. The question may be answered by intelligent observation of what happens. But in these attempts one alternative to be considered is: (1) To sell at prices so low as to make illegal selling unprofitable; that means an increasing spread and intensity of liquor consumption. (2) To provide it at prices so high as to reduce consumption; that opens the way to illegal profits, a flock of boot-leggers and a privileged class of drinkers.

Whether the tendencies toward disorder that come directly and indirectly from intoxication and its total effects in everyday life, are greater or less as a result of our wide experimenting in the United States is a question at present so highly controverted, and so subject to viewpoint argument, as to call for more comprehensive information, from more considerations, than are now available.

But a new or *greatly enlarged approach* has been added by recent psychological and scientific research that is increasingly helpful toward understanding; that the state of alcoholic enjoyment is a state of alcoholic intoxication; that it is a state of emotional, mental and habit inferiority, inability to discriminate, coördinate, and react intelligently and accurately; that it is a state of hazy, confused and unpredictable thought and action; of exaggerated egotism and lessened concern for others; a state in which self-control and the desire to maintain self-control are definitely of lower-than-usual grade; a state in which questionable, vicious, and violent conduct follow all too freely and easily.

Sociologically, therefore, alcoholic satisfaction and release bring into every-day living, for vast numbers of normal people, as well as the introverted, some of them peculiarly susceptible but of more-than-average worth to society, a state of feeling in which the drinker is more prone than usual to commit overt anti-social acts. And the industry that supplies that state of feeling can hardly avoid being colored by it.

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MARCH
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THE
INTERNATIONAL

STUDENT

OF LIQUOR IN LIFE TODAY

In This Number . . .

THE PSYCHIATRIST'S VIEW

LIFE HISTORIES

DRINKERS ANSWER, "SHALL I DRINK?"

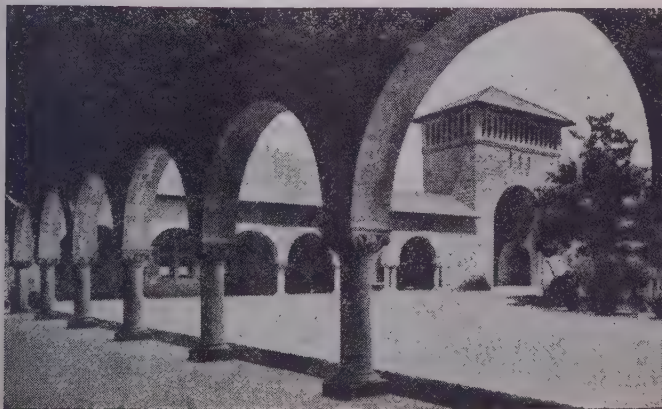
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THE INTERNATIONAL STUDENT

MARCH, 1940

Vol. XXXVII, No. 5

HARRY S. WARNER, *Editor*

What They Are Saying

You have accomplished a very fine thing in the "New Understanding" pamphlets. "The College and Drink," and "Is Liquor the Same Old Question," I already had. . . . I like, first their general appearance; with the liquor business presenting the "classy" documents they sent out, good paper and attractiveness are of no small importance.

You are on the right track in not ignoring the claims which are made FOR the use of alcoholic beverages, in your writing. The material chosen and the presentation of it are admirable. . . . I wish that "Is Liquor the Same Old Question?" might be placed in the hands of every teacher in the country. . . .

The pamphlets should be made available to young people as well as teachers. I am enthusiastically in favor of them, and of all possible successors to them.—Dr. Mary Ross Potter, former Dean of Women, Northwestern University and Monmouth College.

By coöperation of the Methodist Board of Temperance and the Intercollegiate Association, the INTERNATIONAL STUDENT is being sent to high school libraries in various states as a source for study and discussion of the liquor problems of today.

The INTERNATIONAL STUDENT publication is being distributed by the State of Montana Temperance Commission, pursuant to the laws of Montana, 25th Session, 1937, Chap. 201.

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The Psychiatrist's View of the Alcohol Problem

By ROBERT V. SELIGER, M.D.

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Instructor in Psychiatry, Johns Hopkins University Medical School

A REPORT of the Maryland State Board of Mental Hygiene on patients treated for alcoholism in mental hospitals during 1938 states:

"For a period of almost 20 years there has been a gradual increase in the number of patients treated for alcoholism in public and private hospitals for mental patients in Maryland. The figures presented include only patients admitted to public and private mental hospitals and take no account of alcoholics who do not go to hospitals, nor of alcoholics in State correctional institutions.

"During the five year period from 1909 to 1913 about 9 per cent of all patients admitted for the first time to public and private hospitals in Maryland were admitted because of some form of alcoholism. This rate dropped slowly until it reached 5 per cent during the 1919-1923 period. Since then it has risen. During the last five years alcohol accounted for 14 per cent of all first admissions to public and private hospitals. Table I presents these figures:

TABLE I.

YEAR PERIOD	PER CENT OF ALCOHOLICS AMONG ALL FIRST ADMISSIONS*	
1909-1913		9.4
1914-1918		8.2
1919-1923		5.1
1924-1928		8.6
1929-1933		10.2
1934-1938		14.0

*These figures include certain non-residents admitted to private hospitals from the surrounding states.

Address by Dr. Seliger at the annual conference of the National Temperance Council, Washington, D. C., Jan. 17, 1940.

One other aspect of this increase in institutionalized alcoholics is interesting. Since 1928, which is the first year for which comparable figures are available, the actual number of women alcoholics admitted to mental hospitals has increased from 18 in 1928 to 57 in 1938. During the same period the percentage of women among all alcoholics admitted for the first time has approximately doubled. The proportion of men and women among admitted alcoholics from 1928 to 1938 is shown in the following table:

TABLE I-A.
PER CENT OF TOTAL FIRST ADMISSIONS FOR
ALCOHOLISM REPRESENTED BY EACH SEX

YEAR	MALE	FEMALE
1928	91.6	8.4
1929	90.6	9.4
1930	93.7	6.3
1931	92.6	7.4
1932	89.5	10.5
1933	91.3	8.7
1934	86.2	13.8
1935	87.0	13.0
1936	83.1	16.9
1937	85.9	14.1
1938	82.7	17.3

Again, this time quoting from the *British Journal Inebriety*, one finds the following table furnished by the Police Department of the District of Columbia concerning the arrests for intoxication:

1932	Females arrested for drunkenness	104
1935	Females arrested for drunkenness	1,601
1938	Females arrested for drunkenness	1,465

One of every nine arrests in Washington is that of a woman, as is one of every ten commitments to prison. Intoxication is the cause of nearly 42 per cent of the commitments of women and nearly 56 per cent of men. Only about one person out of nine arrested was sent to prison. The licenses of 1,730 drivers were revoked or suspended last year for driving while under the influence of intoxicants, the largest number in eight years.

Physiological Effects of Alcohol

(From Emerson, "Alcohol and Man")

The action of alcohol on the brain in all concentrations is that of a depressant. This is shown in

1. Poorer coördinative thinking.
2. Diminished acuteness of sensory perception.
3. Delayed and weaker motor performance.
4. Errors are more frequent in work of precision.
5. Physical efficiency is diminished.

Alcohol is consumed mainly for its narcotizing effects on the brain, and even in comparatively small doses the drinker is released from self-criticism. The depressant effect of alcohol on the brain is the cause of the too numerous automobile accidents of the present time.

Both in its immediate effects and in its slower and more chronic manifestations, alcohol is the most dangerous poison widely included in the human diet, affecting nearly every tissue of the body but having a particularly toxic action upon the tissues of the central nervous system. Besides the serious brain changes, one finds as a result of alcoholism, alcoholic gastritis, atrophic cirrhosis of the liver and circulatory derangements. We therefore must keep in mind two important things:

1. Alcohol is an important and widely used poison.
2. Alcohol action is that of a narcotic.

Psychological Effects.

Recently the following subjective states and observable changes in behavior under conditions of heavy social drinking have been noted:*

ALCOHOL IN
THE BLOOD.
MG. PER CC.

- .10 Clearing of the head. Freer breathing through nasal passages. Mild tingling of the mucous membrane of the mouth and throat.
- .20 Slight fullness and mild throbbing at back of head. Touch of dizziness. Sense of warmth and general physical well-being. Small bodily aches and fatigue relieved. Not fretful about the

*From Haven Emerson, *Alcohol and Man*, Walter R. Miles, "The Psychological Effects of Alcohol in Man." By permission of the Macmillan Company, publishers.

- weather nor worried concerning personal appearance. Quite willing to talk with associates. Feeling tone of pleasantness.
- .30 Mild euphoria, "everything is all right," "very glad I came," "we will always be friends," "sure I will loan you some money," "it isn't time to go home yet." No sense of worry. Feelings of playing a very superior game. Time passes quickly.
 - .40 Lots of energy for the things he wants to do. Talks much and rather loudly. Hands tremble slightly, reaching and other movements a bit clumsy; laughs loudly at minor jokes; unembarrassed by mishaps; "you don't think I'm drunk do you? Why I haven't taken anything yet." Makes glib or flippant remarks. Memories appear rich and vivid.
 - .50 Sitting on top of the world, "a free human being," normal inhibitions practically cut off, takes personal and social liberties of all sorts as impulse prompts. Is long-winded and enlarges on his past exploits. "Can lick anybody in the county," but has observable difficulty in lighting a match. Marked blunting of self-criticism.
 - .70 Feelings of remoteness. Odd sensations on rubbing the hands together, or on touching the face. Rapid strong pulse and breathing. Amused at his own clumsiness or rather at what he takes to be the perversity of things about him. Asks others to do things for him. Upsets chair on rising.
 - 1.00 Staggers very perceptibly. Talks to himself. Has difficulty in finding and putting on his overcoat. Fumbles long with the keys in unlocking and starting his car. Feels drowsy, sings loudly, complains that others don't keep on their side of the road.
 - 2.00 Needs help to walk or to undress. Easily angered. Shouts, groans, and weeps by turns. Is nauseated and has poor control of urination. Cannot recall with whom he spent the evening.
 - 3.00 In a stuporous condition, very heavy breathing, sleeping and vomiting by turns. No comprehension of language. Strikes wildly at the person who tries to aid him.
 - 4.00 Deep anesthesia, may be fatal.

Indications That Alcohol Is Taking Psychological Hold on the Individual.

- Requiring a drink the next morning.
- Preferring to drink alone.
- Losing time from work due to drinking.
- Your family being harmed in some way, the result of drinking.
- Needing a drink at a definite time daily.
- Getting the inner shakes unless drinking is continued.
- Irritability—present since drinking.
- Being careless of your family's welfare, since drinking.

Becoming jealous of husband or wife since drinking.
 Changing of your personality since drinking.
 Developing body complaints, (headaches, palpitation, etc.)
 since drinking.
 Becoming restless since drinking.
 Difficulty in sleeping since drinking.
 Becoming more impulsive since drinking.
 Having less self-control since drinking.
 Decrease of initiative since drinking.
 Decrease of ambition since drinking.
 Lacking perseverance in pursuing a goal since drinking.
 Drinking to obtain social ease. (In shy, timid, self-conscious individuals.)
 Drinking to relieve marked feelings of inadequacy.
 Changes in sexual potency since drinking.
 Evidence of marked dislikes and hatreds since drinking.
 Increasing of jealousy, in general, since drinking.
 Marked moodiness as a result of drinking.
 Decrease of efficiency since drinking.
 More sensitiveness to what people say and think, since
 drinking.
 Becoming harder to get along with since drinking.
 Turning to an inferior environment while drinking.
 Health becoming endangered in some way since drinking.
 Peace of mind becoming affected since drinking.
 Home life being made unhappy since drinking.
 Business being jeopardized since drinking.
 Clouding of reputation since drinking.
 Harmony of life being disturbed since drinking.

Mental Conditions Caused by Alcoholism.

- (a) Acute intoxication with loss of inhibition, and with excitement and paralytic signs;
- (b) Pathological intoxication with convulsions;
- (c) Delirium tremens with visual, auditory and tactile hallucinations, marked excitement and gastritis; because of vitamin deficiency, polyneuritic features often are existent; duration is approximately three days to a week;
- (d) Hallucinoses, characterized by auditory hallucinations of shouting voices and clear sensorium, lasting from several weeks to months;

(e) Korsakow's psychosis with confabulation, a disorder of retention and polyneuritis; apt to be prolonged and leave a permanent scarring of the personality;

(f) Pseudoparesis—a combination of alcoholic and senile deterioration;

(g) Paranoic-like disorders;

(h) Simple dilapidation with lack of dependability, loss of judgment, and a tendency to lie;

(i) Periodic depressions and excitements, often colored by auditory hallucinations; and

(j) Personality maladjustments.

Why the Drinker Drinks!

(1) As an escape from situations of life which he cannot face.

(2) As evidence of a maladjusted personality (including sexual maladjustments).

(3) As a development from social drinking to pathological drinking.

(4) As a symptom of a major abnormal mental state, such as a depressive or schizophrenic reaction, etc.

(5) As an escape from incurable physical pain.

(6) As a symptom of a constitutional inferior—a psychopathic personality, *i. e.*, an individual who drinks because he likes alcohol, knows he cannot handle it, but does not care.

Many times one cannot determine any great and glaring mechanisms as the basis of why the drinker drinks; but the outstanding fact may be elicited that alcohol is taken to relieve a certain vague restlessness in the individual incident to friction between his biological and emotional make-up and the ordinary strains of life.

Treatment of the Alcoholic.

Successful results measured by total abstinence have been obtained by many approaches both lay and medical. Occasionally chronic alcoholics have rehabilitated themselves, others have been helped by friends, some by religious conversion, and others by temperance pledges. In Switzerland remarkable results have been obtained by a more or less lay society, "The Blue Cross." According to Henderson and Gillespie, "Psy-

THE REAL TREATMENT of alcoholics is embodied of course in **society's attitude toward drinking.** Persistent and constant education of the effect of alcohol on the individual and society is indicated—with a teaching to parents that a “practice what you preach” attitude is of utmost importance.—ROBERT V. SELIGER, M.D.

chological treatment has proven of great value in isolated cases more often than is generally realized.” In a previous paper the author stated that although many alcoholics were past correction, certain selected patients could be helped and guided to the goal of therapy, total abstinence.

Treatment should begin with the immediate withdrawal of alcohol. The patient should be instantly informed that the goal is total abstinence and all concerned must recognize that an individual who has been a pathological drinker can never be a social drinker. A person who has once been an excessive drinker can never be a moderate, controlled, or a one-or-two cocktail drinker. He must understand that there is a sacrifice of both time and money involved in the treatment and that the road to the goal is a long and hard one, requiring patience, determination and absolute honesty of relationship between patient and physician. He is given to understand that failures in the past under other types of treatment mean nothing and are not obstacles to his attaining the goal, and that “once an alcoholic, always an alcoholic” is a general misstatement. For months, in some patients, the only headway made is the teaching of the fact that he can live without alcohol and this realization plays a great part in his re-education.

The patient reports to the psychiatrist's office at regular intervals, at first daily or three times a week and then less frequently.

He must be punctual, in spite of inclement weather, “pre-

vious engagements" or other issues used so often for cancellations and postponements. Coming is *his job!*

Should he feel after a few weeks of abstinence that he can go along on his own and stop coming for interviews, the physician will not call him or otherwise remind him of his negligence. The responsibility is *his*.

He must never test himself out to determine whether or not he has the problem "beat" by taking one drink. All drinking must be stopped instantly, without any tapering off.

When a large alcohol intake is abruptly stopped, sedatives often are necessary for a while to relieve the "shakes" and any jittery feeling which may follow the withdrawal. With this the sugar intake is definitely increased and the patient is also advised to take heavy doses of vitamin B.

Psychotherapy is continued throughout interviews. Other methods of handling the need for escape from situations are considered. Very frequently it is possible to modify poor vocational adjustment, or irritating marital situations involving sexual incompatibilities, unwholesome living conditions with in-laws in the family life, parental conflict over the management of children, and so on. The patient himself may not be conscious of the strains that all these things put upon him. When it is not possible to modify the situation, it is often possible to change the patient's attitude toward the difficulties he has to meet. Many a person becomes morbidly self-accusatory and fatalistic because of what he considers his failure to modify the unmodifiable. Such an individual may be greatly helped by mutual discussions, constructive criticism and wise guidance.

The interviews are further used to outline a recreational program and develop interest in new hobbies, diversions or club activities. It is wise to have the patient at the beginning of the treatment give up his drinking friends and meeting places and replace them by non-drinking contacts. Later he is allowed to visit friends and to go to dinners where cocktails are served.

During all this time stress is laid upon the point that total abstinence is the only possible road to, and the goal of, therapy.

The mate of the patient is interviewed many times, for the attitude toward drinking of wife or husband is extremely im-

portant. Their tact and diplomacy in handling past and present situations and episodes together with their intelligent cooperation in the planning of new activities are major therapeutic aids. One cannot stress too much the significance of the mate's attitude and coöperation. Many a poor result of treatment is due to the absence of any insight whatever in wife or husband.

During the early months of treatment the patient uses as a splint the physician rather than the alcohol which he has previously utilized. Throughout the treatment there is established a close personal relationship between the patient and the doctor. In this way the latter develops a definite knowledge of how the patient "ticks" and the patient derives confidence and helpfulness in realizing the physician's understanding of his own particular problems.

The patient who comes with an honest desire for help should be approached with sympathy and kindness that eliminates ideas of punishment, fears of failure and attitude of inferiority. Patient and physician should meet each other half way with frankness and mutual expectation of confidence. The psychiatrist's tact and diplomacy in presenting to the patient the liabilities of his make-up is extremely important.

The interviews are used for many purposes, although one cannot put in words exactly what takes place during an interview. Aside from the above psychotherapy and obtaining all the available information necessary to complete the survey of the individual, the patient is indirectly forming new habits and breaking down old ones. The interviews are also used for the permanent development of proper attitude and the patient learns to be guided by his judgment rather than his emotions. With many patients the interviews are used to discuss the individual alcohol sensitivity. A great deal of the time is also spent on individual personality disciplining. The thought process preceding the last alcoholic bout and other bouts are gone into also. While directing the attitude of the patient to the fact that total abstinence for life is the goal of therapy, therapy should indirectly divert the mind of the patient from the whole subject of drinking.

Summary.

In concluding, I wish to stress the following:

- I. Alcohol is an important and widely used poison.
 - II. The action of alcohol is that of a narcotic, paralyzing control and restraint.
 - III. The real treatment of alcoholics is embodied of course in society's attitude toward drinking. Persistent and constant education of the effect of alcohol on the individual and society is indicated—with a teaching to parents that a "practice what you preach" attitude is of utmost importance.
 - IV. Total abstinence is the goal of all treatment.
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Source of Saturation

In the six years since repeal of National Prohibition, the quantity of whisky produced annually in the United States has far exceeded the quantity currently required to meet consumer demands. As of June 30, 1930, the inventories of whisky in bond reached the all-time high of approximately 478,000,000 gallons, in comparison with the highest pre-prohibition inventory of about 278,000,000 gallons in 1914.—W. S. ALEXANDER, Federal Alcohol Administrator, *Annual Report to Congress*, Jan. 6, 1940.

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State Right to Act Unlimited

The 21st Amendment sanctions the right of a state to legislate concerning intoxicating liquors brought from without, unfettered by the Commerce Clause. Without doubt a state may absolutely prohibit the manufacture of intoxicants, their transportation, sale or possession, irrespective of when or where produced or obtained, or the use to which they are to be put. Further, she may adopt measures reasonably appropriate to effectuate these inhibitions and exercise full police authority in respect of them.—U. S. Supreme Court, unanimous opinion, Nov. 13, '39.

I like the "New Understanding" pamphlets on the various phases of the liquor problem very much.—Ben A. Arneson, Professor of Political Science, Ohio Wesleyan University.

Life-Histories of Alcoholics

One Third Were College Graduates

Condensed from a Report by Dr. James H. Wall

Bloomington Hospital, White Plains, N. Y.

THE FACTS here gleaned are from an intensive study of the life histories of 100 male alcoholics admitted to the Bloomingdale Hospital. A surprising lack of ambition and well-formulated plans for life-work was characteristic of most of the men; 65 of them were prone to drift, holding a position here and there. Thirty-five of them were men of accomplishment, physicians, lawyers, writers, and executives; thirty-two were college graduates.

In the two preceding generations of 71 of these patients there were one or more relatives who used alcohol to excess. Dr. Wall would not attribute alcoholism to heredity, but stated these facts were significant.

The mothers of 37 were inclined to have an exaggerated emotional attitude manifesting itself in spoiling, pampering, and overprotecting their sons. As adults they loved to talk, were fond of singing, and were inveterate users of tobacco, indicating rather strong oral cravings and demands for satisfaction. Food idiosyncrasies, gastrointestinal tensions, and fastidious appetites were noticeable.

Their social relations with men were characteristic. They enjoyed the company of their own sex. Those who had been associated with men, in school or military service, looked back upon those periods as the happiest of their lives. The preference for male drinking companions was noted, together with the tendency to become attached to the rough-and-tough type of the lower walks of life. In their relations to members of the opposite sex, 41 could be said to have Don Juan strivings.

The average age to begin drinking was 18. Solitary drinking often marked the beginning; for those who were introduced to alcohol through the occasional temperate social glass, soli-

From *The Medical World*, Phila., Pa., Dec., 1935; report of a meeting of The American Psychiatric Association.

ONE AFFLICTED with an inferiority complex can find quick ego inflation in the grandiose feelings of **semi-intoxication**, and when he is cast into the depth of human suffering, especially of the mental variety, he can drown sorrow in a bottle, or find easy escape into the realms of alcoholic fancy. But anyone who begins to take this way out is marked for destruction.—ALBION R. KING, *The Psychologist Assays Alcoholism*.

tary consumption of large quantities immediately followed.

The amount consumed each day varied, the average maximum being a quart of whisky in 24 hours.

With regard to their personality aside from the alcoholism, 55 were normal, 12 were psychopathic; these 67 had characteristics in common. They were impulsive and unable to postpone gratification. There was a craving for the blissful state of infantile omnipotence which drinking induced in these narcissistic individuals. One of them criticized his wife because "she had known no drinking people and did not know how to make me comfortable during and after a spree."

Alcoholism, according to Dr. Wall, was a symptom and not a disease, indicating underlying conflict. He said, "The alcohol has helped to postpone any sort of solution of mental conflict. It has been looked upon as an aid, and in many patients afforded the false sense of security and temporary escape from unpleasant tensions."

Health Measure

The Australian government has accepted the offer of £10,000 (\$50,000) from the Australian Temperance Council to equip each military camp with a milk and fruit-juice bar.—*International Record*, London.

Drinkers Answer the Question

"Shall I Drink?"

From Interviews by Murl Vance

FREQUENTLY I have been offered drinks by acquaintances. So far I have always declined these offers. But *as a young man I have a real desire to enjoy life*, to get all the happiness I can out of my short stay in this world. If happiness is to be found in liquor, then it is a blessing, not a curse, as some friends would have me believe.

Since advice from abstainers might be biased, I decided to make a personal visit to drinkers, asking each the question, "Shall I Drink?" With the exception of one barman, all answered with an emphatic "No." The results of these interviews follow, with no attempt to color the answers:

RETIRED NURSE, a man who drinks daily:

"Absolutely not. I wouldn't advise anyone to start. In the first place, it is too expensive; and, in the second place it won't do you any good. I can't see that a drinker is any happier than one who does not drink. I gave it up once for five months, and I was just as happy then as I am now.

"I cannot see that drinking has done me any particular harm, but as a nurse I have seen men who were harmed a great deal by it."

BARMAN No. 1. While customers were drinking at the rail, the barman was called aside and asked frankly for his advice:

"I do not drink hard liquors myself, and I wouldn't advise anyone else to do so. Those who drink find it very hard to stop. Liquor has a marked relation to morals, particularly with women. After a few drinks, a girl is not ashamed of nudity, even in a room full of men. I can't say whether liquor causes much trouble in the home or not. Most men who come here are single."

BARMAN No. 2, while at work in a tavern:

"By no means start if you have gone this far before starting. It won't make you any happier and you will raise —— with your family when you come home drunk."

BARMAN No. 3, while at work :

"I won't advise you, even as a friend. Liquor is all right if you know how to handle it. There are many men who can't handle it; but that is their fault, not the fault of the liquor. Anyone can be trained to handle it. I am teaching my two boys, one nine, and the other fifteen, how to handle liquor, just as my father taught me. I am forty-eight, and have never been drunk a day in my life. If you want it, take it."

FURNITURE STORE CLERK, interviewed as he left a bar :

"By all means no, doubly no! A drink or two a day won't hurt you; but if you ever get to liking it, it is just too bad. I enjoy drinking; but I don't know whether drinkers are happier than non-drinkers or not. If you haven't acquired the taste already, whatever you do, don't start."

CARPENTER, walking across the street with unsteady gait :

"No. I wouldn't advise you to start if you have not started. A lot of men drink because they get into trouble and worry about things. They drink to drown their sorrow. That is the way I do.

"A lot of men can't handle the stuff. They get so tight that they don't know where they are, but I know what I am doing. I can walk just as straight and drive my car just as straight as anybody. I'll admit that I have drunk too much today, but I'm all right. Of course, if I were to have an accident, they would get me; but I can still handle my car as well as anybody.

"As a friend, I advise you, if you are considering that stuff, leave it alone."

A SAILOR, after drinking :

"No, you have come of age. Don't start. Drinkers are not happier than those who do not drink. They are not as happy. I'm all lit up today, having the time of my life celebrating New Year. But if you haven't tasted the stuff, don't. In my experience, nine-tenths of all home trouble is caused by drink. Liquor is a waste of money, too."

MIDDLE-AGED ATTORNEY, a drinker until recently :

"If you haven't started, don't start. Alcohol affects some much worse than it does others. I, for one, cannot handle the stuff. It always goes straight to my head. I become quarrelsome and ungovernable after a drink or two.

"It helps the morals of some. They get drunk and go to

sleep instead of chasing around after women. My efficiency is surely cut down to zero the next day after I have been on a drunk."

A YOUNG WAITRESS:

"My New Year's resolution was to stop drinking. I have held out for the last nine days, but I don't know whether I can continue or not. It was ruining my health.

"I certainly do not agree with anyone who says that a person can be taught to handle liquor. All my people are drinkers, and we always had wine on the table. I do not believe that wine with a meal is injurious to health; but such wine is often just the first step towards drunkenness. A thirst for alcohol develops in many."

CONFIRMED DRUNKARD, son of a distiller:

"My advice would be never to take the first drink. My father made all four of us boys sign the pledge when we were young, promising us a certain reward if we kept it. But only one of us grew up a teetotaller.

"A drinker does not know whether he is handling his liquor or not. His drink deceives him. I sometimes try to stop when I think I have had enough; but then I decide that just another drink or two will not hurt me, and I keep on drinking till it's too late.

"In my opinion, the light wines and beer are just as dangerous as any other drinks, for they lay the foundation for what is to follow. The world would be much better off if alcohol had never been discovered."

Conclusions

Although not enough case studies are here cited to establish facts concerning drinkers as a whole, the following conclusions seem justifiable:

1. Most drinkers, if approached for counsel, are emphatic in their advice against liquor.
2. Most drinkers feel that they would be better off if they had never acquired a taste for alcohol.
3. On the whole, drinkers believe that those who do not drink have more happiness, more money, and better health—a better time generally.

Twelve Presidents of the United States

BEING SATISFIED from observation and experience, as well as from medical testimony, that ardent spirit, as a drink, is not only needless, but hurtful, and that the entire disuse of it would tend to promote the health, the virtue, and the happiness of the community, we hereby express our conviction that should the citizens of the United States, and especially the young men, discontinue entirely the use of it, they would not only promote their personal benefit, but the good of our country, and of the world.

JAMES MADISON
JOHN QUINCY ADAMS
JOHN TYLER
MILLARD FILLMORE
FRANKLIN PIERCE
ANDREW JACKSON

M. VAN BUREN
Z. TAYLOR
JAMES K. POLK
JAMES BUCHANAN
ABRAHAM LINCOLN
ANDREW JOHNSON

—Standard Encyclopedia of the Alcohol Problem, V., 2196.

4. Drinkers get some pleasure from their drink, but they feel that the non-drinker has an equal or greater happiness of a different kind.

5. The drinker generally feels that alcohol is dangerous for the other fellow, not for himself. Even though much under the influence of liquor, the drinker feels that he can "handle" it all right, but is able to recognize that others can not do so. The drinker is not always aware of his true condition.

6. Some drinkers seem to be so constituted that they can drink moderately for a lifetime, without becoming habitual drunkards. Even these, however, realize the danger of drunkenness, and generally advise others to beware.

Seeking to Control Advertising

Of Intoxicating Beverages

By W. S. ALEXANDER

Federal Alcohol Administrator*

THE REGULATIONS pertaining to the advertising of distilled spirits and wine became effective May 1, 1936, and the malt beverage advertising regulations, December 15, 1938. In preparation of the regulations and in their enforcement, the Administration has endeavored to effectuate the evident desire of Congress that current advertising should be free from the objectionable features which characterized the pre-prohibition period.

The liquor advertising of the earlier era was replete with exaggerated medical and therapeutic claims, in such phrases as "Cures La Grippe and Consumption," "Better than all other medicines," "Coughs, colds, grip, asthma, bronchitis, consumption speedily cured." Claims of this nature are noticeably absent from current liquor advertising. The regulations of the Administration are designed to require that all alcoholic beverages be sold as such, and that reference to vitamin content, tonic properties and medicinal virtue be omitted.

As part of its enforcement program, the Administration subscribes to and reviews all of the alcoholic beverage advertisements appearing in twenty-six newspapers and forty magazines. In addition . . . all the alcoholic beverage advertisements appearing in approximately sixty daily newspapers. The list of these newspapers is changed each month so that representative advertisements are secured from the entire country. During the year, 67,162 newspaper and magazine advertisements have been checked in this manner.

Substantial progress has been made in correcting the most objectionable types of wine and distilled spirits advertising.

*Condensed from the Annual Report of the Federal Alcohol Administrator, W. S. Alexander, to the Senate and House of Representatives of the United States, Jan. 6, 1940.

False and Misleading

Factual statements or extravagant claims are regularly checked, if there is any doubt as to their accuracy. Following are a few examples of statements found to be untrue:

- "The largest singly owned inventory of wines in the World."
- "The largest selling Rum on the Island of Puerto Rico."
- "Eight Million Americans Now Enjoy Our Beer."
- "America's Fastest Selling Apple Jack."
- "The First London Dry Gin Distilled in America."
- "Lowest priced bottled in bond whisky in the state."
- "Hand made Kentucky Bourbon for 77 years."

Disparaging Competitors

The most objectionable types of disparaging statements are those which cast suspicion on competitors' products, such as the following:

- "Our product does not contain chemical ingredients."
- "Our whisky is far less injurious to the human body than the straight, heavy and aged types."
- "No neutral spirits added."
- "Drink our beer and stay slender."
- "Our beer is dietetically non-fattening because it contains no added sugar or syrup."
- "Our beer is free from those features that cause worry about over-weight and other things that may have bothered you."

Curative and Therapeutic Claims

Progress has been made in the elimination of advertisements which imply that the consumption of alcoholic beverages will contribute to the mental and physical well-being of the consumer, or that the advertised products can be consumed without any detrimental effects. The following are examples:

- "To live healthy and strong, always drink wine."
- "Our wine has definite value as a digestant."
- "Our beer stimulates and restores vitality."
- "Think of tomorrow—when you drink today—ask for our whisky. You will enjoy it today and be without regrets tomorrow."

"Wine is credited by various authorities with prolonging life, maintaining health, improving digestion, preventing disease, assisting in the cure of various illnesses, relieving pain, promoting sound sleep, as a tonic to build up the system, and providing the human body with various essential vitamins, acids and minerals."

"For more pleasure without a penalty."

"Drink it tonight and feel like a million tomorrow."

"For a tonic—for a builder upper—to sooth frayed nerves."

"Brings you back to that energetic feeling with which you began the day."

"You'll say good-bye to hangovers if you drink our beer."

Preventive Enforcement

The administration does not approve or disapprove advertising material in advance of publication. However, when proposed material is submitted, comments are made indicating the action with respect to similar material previously published. This type of "preventive enforcement" has resulted in the prevention of a large number of advertising campaigns which would have been of an objectionable nature. The following are examples of proposed campaigns which were abandoned or revised:

Four beer campaigns featuring the tonic and invigorating qualities of the product and the fact that it would not have any deleterious effects upon the consumer.

A whisky campaign developed around the theme that by choosing the right whisky you can enjoy yourself without a headache.

A campaign which by the use of testimonials of famous athletes was likely to be interpreted as an implication that their athletic prowess was connected with the consumption of whisky.

Recommendations

That radio advertising of alcoholic beverages; advertising in Sunday newspapers; advertising portraying women, children, and religious objects and insignia; and advertising referring to the tonic, food, or medicinal qualities of alcoholic beverages be prohibited.

Lincoln's Attitude Toward Liquor

By DEETS PICKETT*

IN AN AGE OF OBJECTIVITY, men seek to avail themselves of the intellectual and character resources afforded by the lives of those who loom large in history—whose genius for leadership enable them to place the stamp of personality upon their generation.

Of these, none have intrigued the interest of students and unlettered alike to as great an extent as Abraham Lincoln. Constantly efforts are made to paint his picture upon the back-drop of the modern scene. But to obtain a true understanding he must be studied against the background of the environment in which he lived.

During his childhood alcoholic liquors were deemed a necessity of life, the universal agent of hospitality, a remedy for every ill. Rum, whisky, apple jack, were untaxed. "The judge was overcome on the bench; the minister sometimes staggered on his way to the pulpit." A Harvard professor, picturing a commencement scene, said: "I have never heard such a horrible din, tumult, and jargon of oath, shout, scream, fiddle, quarreling and drunkenness."

His Drinking Generation

Lincoln himself picturing the almost universal use of liquor, said "when we who have now reached the years of maturity first opened our eyes upon the stage of existence, we found intoxicating liquor recognized by everybody, repudiated by nobody. It commonly entered into the first draught of the infant and the last draught of the dying man. From the side-board of the parson down to the ragged pocket of the houseless loafer, it was constantly found. Physicians prescribed it in this, that, and the other disease; government provided it for soldiers; and to have a rolling or raising, a husking or

*Condensed from "Abraham Lincoln and Temperance," by Deets Pickett, *The Voice*, Feb., 1940.

hoedown anywhere about, without it, was positively unsufferable. So, too, it was everywhere a respectable article of manufacture and of merchandise. The making of it was regarded as an honorable livelihood, and he who could make the most was the most enterprising and respectable."

The temperance efforts of that day were so mild that one of the first societies, "recognizing the evils of drunkenness" resolved to check its "alarming increase, with consequent poverty, misery, and crime" by solemnly pledging its members not to "get drunk more than four times a year. Viz., Fourth of July, Muster Day, Christmas Day, and Sheep-shearing."

His Young Manhood

Lincoln's young manhood was spent in a period in which a realization of the evil of alcoholism had begun to grow, but this growth was slow indeed. One early business undertaking, in which he was associated with William F. Berry, son of a minister, but a hard drinker and gambler, has been unduly exploited. Practically all grocers of that day sold whisky and the National Retail Liquor Dealers' Association has widely circulated a "Reproduction from the original records of the saloon license issued to Abraham Lincoln." This document was a "license to keep a tavern" and Lincoln's name is signed to the bond. Miss Tarbell, in her *Life of Lincoln*, says that his name was signed by someone other than himself, very likely by his partner." "The tavern," say Nicolay and Hay, "*was never opened.*" In his first Lincoln-Douglas debate at Ottawa. August 21, 1858, when Douglas "twitted" his opponent on having been a "grocery keeper," Lincoln said: "The judge is woefully at fault about his early friend Lincoln being a grocery keeper. I don't know as it would be a great sin if I had been, but he is mistaken. Lincoln never kept a grocery anywhere in the world."

"Grocery keeper" was synonymous in that day with liquor seller. The failure of the Lincoln-Berry "grocery" left Lincoln with a debt of \$1,1000 which he said "was the greatest obstacle I have ever met in life." It may very well be that the license taken out by Berry was the occasion for the dissolution of the partnership, for a biographer, Leonard Swett, says:

Lincoln a Non-drinker

"A difference, however, soon arose between him and his partner in reference to the introduction of whisky into the establishment. The partner insisted that, as honey catches flies, a barrel of whisky in the store would invite customers and their sales would increase, while Lincoln, who never liked liquor, opposed this innovation."

There seems to be no doubt that Lincoln was a practical abstainer. The only authentic evidence that he ever tasted any alcoholic beverage is a statement of his son, Robert T. Lincoln, who said: "I have seen him several times take a sip of wine at table but if he ever did anything more, I do not know it. He simply cared nothing for it."

John Hay, who certainly knew as much about the matter as anyone, declared that Lincoln "made no use of whisky or tobacco during all the years that I knew him." And John G. Nicolay, another biographer, said: "I never saw him take a drink of whisky, and never knew or heard of his taking one."

As a young man Lincoln took pleasure in demonstrating his phenomenal strength; once a friend, William C. Green, made a wager that he could lift a barrel of whisky, 40 gallons, high enough to drink from the bung hole. Lincoln lifted the cask and filled his mouth with the liquor. Green cried out, "That is the first dram of whisky I ever saw you swallow, Abe." "I haven't swallowed that," said Lincoln as he spurted out the whisky.

Those engaged in the liquor traffic quote Lincoln's remark, when told that Grant should be removed from his command because of his drinking:

"I can't spare this man: he fights. Tell me the kind of whisky he drinks; I should like to send a barrel to some of the other generals."

This, however, was only typical Lincoln facetiousness and reminds one of the remark of King George of England who, when told that Nelson of Trafalgar was "mad," said: "I will get him to bite some of the other officers."

As a Temperance Man

He was, in fact, not only an abstainer when abstainers were exceedingly rare in America or anywhere else in the world,

but he was definitely interested in the budding temperance movement of his day.

His address, February 22, 1842, at the anniversary of the Springfield Washingtonian Society was a temperance classic, characterized by the simple clarity of the Gettysburg address. In all English literature is there a statement of the case against alcoholic drink comparable to this:

"Whether or not the world would be vastly benefited by a total and final banishment from it of all intoxicating drinks seems to me not now an open question. Three-fourths of mankind confirm the affirmative with their tongues, and I believe the rest acknowledge it in their hearts."

Major-General George Edward Pickett, one of General Robert E. Lee's division commanders, a native of Virginia, as a boy went to Illinois to study law with his uncle. The young law student and Lincoln being closely associated became great friends and Lincoln, finding that Pickett was uninterested in law and earnestly wished to join his cousins at the United States Military Academy at West Point, secured an appointment for him. In a letter written to the young cadet, Lincoln said: "I have just told the folks here in Springfield on this 11th anniversary of the birth of him whose name, mightiest in the cause of civil liberty, still mightiest in the cause for moral reformation, we mention in solemn awe, in naked, deathless splendor, that the one victory we can ever call complete will be that one which proclaims that there is not one slave or one drunkard on the face of God's green earth. Recruit for this victory."

Lincoln and Prohibition

It is difficult to excuse some of the things which have been done in an effort to exploit the name of Abraham Lincoln as an opponent of prohibition. In 1887 in Atlanta, Georgia, during a campaign to close the saloons, bills were circulated showing a picture of a Negro kissing the hand of Lincoln and quoting the President as saying:

"Prohibition will work great injury to the cause of temperance. It is a species of intemperance within itself, for it goes beyond the bounds of reason, in that it attempts to control a man's appetite by legislation, and in making crimes out of

things that are not crimes. A prohibitory law strikes a blow at the very principles on which our government was founded."

That mischievous thing was fraudulent and has been so acknowledged by honest men engaged in the liquor traffic.

But if Lincoln deprecated the liquor traffic and refused to use liquor it was no less true that his attitude of "malice toward none, charity for all" characterized him in this matter also. In dealing with the opponents of the temperance reform, he exhorted his hearers to "persuasion, kind unassuming persuasion." "Is it wonderful," he asks, "that some should think and act now as all thought and acted 20 years ago, and is it just to condemn and despise them for doing so?"

Sign the pledge, he exhorted his hearers, and forward the day of redemption from the universal evil of alcoholism, in the name of the mighty Washington. He finished his address with the eloquent exhortation:

"Turn now, to the temperance revolution. In it we shall find a stronger bondage broken, a viler slavery manumitted, a greater tyrant deposed—in it, more of want supplied, more disease healed, more sorrow assuaged. By it, no orphans starving, no widows weeping. By it, none wounded in feeling, none injured in interest; even the dram-maker and dram-seller will have glided into other occupations so gradually as never to have felt the change, and will stand ready to join all others in the universal song of gladness."

New York Brakes the "Breaks"

There is one thing established in chemistry and in police work, and that is that alcohol and gasoline do not mix. Don't give the drunken driver a "break," no matter who he is. If he is driving while drunk, bring him in and call a doctor immediately. And look out around 5:45 to 7 when the cocktail parties are going on.—MAYOR F. H. LAGUARDIA, New York, to the city police.

Certainly a new outline of "our case" is needed at the present time; you have done a commendable job in stating it in the "New Understanding" publications. They are convenient in size and interesting. I hope you get out more of them as time and finances permit.—Fred W. Adams, Consumers Power Co., Kalamazoo, Mich.

Liquor In Life Today

*Seek the Truth
Come Whence It May
Lead Where It Will*

Program of Prevention

A RATIONAL program of mental hygiene in childhood along with the warmth of affection and the satisfaction and security of normal family life are the best safeguards against the development of alcoholism. The facing of and adjustment to reality, the building of character and the maturing of a normal personality are more likely to be accomplished under such conditions. The acceptance of life, of things and of conditions as they are and the fitting of oneself to them assist achievements in personality development that may well prevent the formation of neurotic patterns in general and of alcoholism in particular.—DR. MERRILL MOORE, *New England Journal of Medicine*, July 13, '39.

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They Stampede

Alcohol drinking affords one of the most amazing demonstrations of the power of herd-instinct to influence people in the face of overwhelming scientific facts and other evidence.—DR. R. F. RATTRAY, London, *International Record*, Jan., '40.

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Non-Drinkers in Switzerland

Ten thousand abstainers came to Zurich and marched through the streets. They were so numerous that, in order not to block traffic, three separate parades had to be organized; Catholic and Protestant, Socialist and professional groups; teachers, doctors, pastors, railway men, postal employees; abstainers day, July 2, 1939.—DR. ROBERT HERCOT, Lausanne, Switz.

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Bootlegging in 1939

The business of bootlegging tax-paid liquor across state lines is extremely lucrative. An illicit dealer in the monopoly state of Iowa was found to be importing \$30,000 worth of liquor per month from wet states. The Kentucky-Tennessee

border had five wholesalers whose sales were almost exclusively to dry and monopoly state bootleggers. There are wholesalers in Illinois, Louisiana, and Arkansas whose extensive business is dependent almost exclusively on supplying the need of dry and monopoly state customers.

A partial tabulation of figures for the state of Mississippi shows approximately a million gallons of distilled spirits sold by eight wet state wholesalers to Mississippi bootleggers during the first ten months of 1939. Of this, 646,746 gallons were sold by two Louisiana wholesalers during the first ten months of 1939; 278,073 gallons were sold by three Illinois wholesalers, and 53,967 by three Kentucky wholesalers. A Maryland concern sold \$100,000 worth of liquor per month during the year to North Carolina and Virginia bootleggers.—W. S. ALEXANDER, Federal Alcohol Administrator, *Report to Congress*, Jan. 6, 1940.



Closing Two Hours Yields Results

Soon after the opening of the present war the authorities of the city of Glasgow, Scotland, issued an order closing the liquor-selling places at 8 p.m., daily, instead of 10 p.m. The measure continued in operation four weeks during which drunkenness, as indicated by the figures of arrests under that charge, decreased 52.2 per cent, as compared with the weeks preceding and following the period of reduced hours of selling.—Condensed from *The Scottish Temperance Review*, Dec. 15, '39.



Local Option Votes in 1939

Available information indicates that 1,800 local option elections were held in 1939, in about 950 of which the dries won. Since repeal 10,800 local option elections have been held, the dries succeeding in about 6,950 of them.

Nearly all the states legalized liquor sale following repeal. The temperance forces, however, beginning at once to reclaim territory, have now settled down to hard, strenuous campaigning to win new territory and defend that which has voted no-license, while the efforts of the wets are directed to retaining wet areas and reversing dry votes.—Anti-Saloon League of America, *Bulletin*, Jan. 15, '40.

Speaking in the United States Senate

January 16, 1940

SENATOR MORRIS SHEPPARD

Said, in part:

OUR GOVERNMENT is struggling with the problem of providing employment for youth. At the same time, an attitude of government favorable to liquor so weakens our basic economic structure that the chances for gainful employment are vastly decreased. Furthermore, an attitude of government favorable to liquor induces many of our young men and women to become addicted to a habit which hinders them in their efforts to obtain and to hold jobs. Employers hesitate to hire young men and women whose drinking habits are certain to destroy their reliability and efficiency.

* * *

One of the biggest medical and health problems of 1939 was what to do with the increasing number of alcoholic addicts. Alcoholism has been growing at an alarming rate year by year since repeal. Medical authorities are alive to the seriousness of the situation. The medical journals attest this fact.

* * *

If there were as much money to be made out of the germs of tuberculosis and syphilis, as there is out of the drug that germinates alcoholism, they, too, would have remained the scourge they were in other years.

* * *

Dr. Merrill Moore, in the Boston City Hospital, has made a study of the strides of alcoholism over a period of years. That study is described in the *New England Journal of Medicine* of July 13, 1939. As a result of that study, Dr. Moore came to the conclusion that, along with tuberculosis and, syphilis, alcoholism can today be classed among the major problems in public health.

America's crime record is a national disgrace. The most serious phase of the crime situation is in the proportion of youthful criminals. So long as the greatest single crime cause—intoxicating liquor—is permitted, protected, and to a great extent promoted by government, crime in this country will continue to be as deadly and as costly as war.

* * *

The ultimate solution of the liquor problem is the restoration of an attitude and policy of government that completely withdraws sanction of the government from the liquor trade.

* * *

One of the most glaring inconsistencies of our modern American civilization is the promotion of extensive and intensive safety campaigns while the attitude of government is favorable toward the greatest single cause of accidents that cripple and kill. . . . Newspapers and magazines often published liquor advertisements in the same issue with safety appeals. In one breath radio announcers often urge care in driving, and in the next urge the use of something that makes care unlikely, if not impossible.

RECENT PUBLICATIONS OF MERIT

MAGAZINE ARTICLES

- "Temperance Movement and Legislation in Sweden," Halfdan Bengtsson, *Annals Am. Acad.*, May, '38.
- "Alcohol Kills Three Times as Many as Reports Show," *Science News Let.*, Dec. 9, '39.
- "Drys Return to the Wars," *Sat. Eve. Post*, Nov. 25, '39.
- "Moderate Drinkers Cause Auto Accidents," *Christ. Cent.*, Nov. 8, '39.
- "Liquor Interests Storm Country Press," *Christ. Cent.*, Sep. 13, '39.
- "Drinking Drivers Dangerous," *Science News Letter*, Mch. 26, '38.
- "Meet a Prohibitionist," George B. Cutten, *Vital Speeches*, Oct., '39.
- "Canada's Liquor Problem," "Canada's Liquor Set-up," "Fruits of 'the System' in Canada," Ben H. Spence, *The Voice*, Oct., '38, Nov., '38, Jan., '39.
- "Highway Hot Spots," Paul T. Sturges, *Country Home Magazine*, Aug., '38.
- "Drivers Who Drink," Howard W. Haggard, M.D., *Good Housekeeping*, Oc., '39.
-

I like the quality of the material. You are doing a publishing job that ought to have wide circulation.—Dean Albion R. King, Cornell College, Mt. Vernon, Iowa.

What They are Saying

Of the "New Understanding" Monographs

A most interesting and educational picture of the liquor problem in the light of present-day conditions and experiences. They stimulate serious, constructive thinking.—Carl D. Smith, Babson Institute, Boston, Mass.

x x

I am decidedly pleased with your new projects. The three pamphlets in your "New Understanding" series, I have read with appreciation and approbation.—J. M. Gillette, Head, Department of Sociology, University of North Dakota.

x x

The best that have come to my desk dealing with this problem. I am in full and complete accord with the program of the Inter-collegiate Association.—S. Ralph Harlow, Professor of Religion, Smith College, Northampton, Mass.

A REVIEW

By a Former Teacher

YOU WERE QUITE MILD in "*Alcoholic Pleasure*." You almost made us feel that we would like to have a little of that release ourselves.

But seriously, the impression that came to me, as I read the pamphlets, and that would not leave afterward, was the meaning of alcoholic release, its lifting of normal restraints, to the sensibilities of culturally minded people. Reiterated from many angles in every-day social life, the case against alcoholic pleasure is made so plain that a thinking person must offend his reasoning, deliberately decide to indulge his lower nature, commit a crime against his judgment and society, if, after reading these monographs he chooses to drink again.

They are strongly written, pointed, scholarly and cover the ground. "*Alcoholic Culture*," I am glad you handled as you did, debunking the smartness of drinking, the "keep-up-with-the-Jones" idea, the spread of the habit because of the example of the "smart set." In the words of my young son, "there is nothing smart about it; it is very, very dumb to think you are smart for drinking liquor." You have certainly shown why it is dumb—but with what dignity, comprehension and éclat.

Certainly the thoroughness with which you have gone into "the old liquor problem" will appeal to those who care to think. It is evident the booklets are not for the proletariat. The student as well as his professor should appreciate them. You certainly have not made an emotional appeal; you've swung, shall I say, to the other extreme as against former propaganda.—KATHERINE G. HORNBERGER, Glen Ellyn, Illinois.

"New Understanding" Monographs

ON THE LIQUOR PROBLEMS FACING YOUTH AND INFLUENTIAL SOCIETY TODAY

IS LIQUOR THE SAME OLD QUESTION? by Harry S. Warner (1939). "While alcoholic drink, doubtless, at heart is 'the same old question,' . . . new aspects and understandings offer approaches to it today that are not only strategic but necessary." A summary of old and new aspects, showing the need for the new understanding. 10c each, 12 for \$1.00

ALCOHOLIC PLEASURE—WHAT IS IT? (1939.) "Liquor pleasure is low-grade pleasure . . . he who seeks it, knowingly or unknowingly, seeks a lower-than-his-average grade of enjoyment." An outline of scientific questioning of the pleasure alcohol gives. A modern psychological outlook seeking basic values. 10c each, 12 for \$1.00

SOCIAL CONSEQUENCES OF THE ALCOHOLIC DESIRE (1939.) "The long-established custom of obtaining sensations of pleasure and release by alcoholic drug action . . . has unfortunate consequences that make 'the liquor problem' a never-ending source of social conflict." Translates into society the results of alcoholic pleasure. 10c each, 12 for \$1.00

ALCOHOLIC CULTURE: SHOULD IT BE RETAINED? (1939.) "Social customs must be faced, for they create new drink habits, patterns, new drinkers, more rapidly than personal methods can reach the persons concerned." An analysis of society's responsibility. 10c each, 12 for \$1.00

WORLD QUESTIONING OF ALCOHOLIC PLEASURE. (1939.) "Nearly every nationality and racial group throughout the world has a 'drink problem'—age-old, well recognized, confused, controverted." Brings out the world sweep of the questioning, the "liquor culture crisis," "resurgence of drink customs and culture." 10c each, 12 for \$1.00

SHOULD SOCIAL DRINK CUSTOMS BE ACCEPTED? (1939.) The tradition of social drink, "Pressure of the Group," "Making Intoxication Fashionable," "New Codes and Patterns"; when and how the first experience; the question of alcoholic sociability. 10c each, 12 for \$1.00

The SIX MONOGRAPHS,—50 cents; 12 sets, \$6.00

THE INTERCOLLEGIATE ASSOCIATION
100 Maryland Ave. N.E., Room 104 Washington, D. C.

APRIL
1940

THE
INTERNATIONAL

STUDENT

OF LIQUOR IN LIFE TODAY

In This Number . . .

SWEDISH STUDENTS IN CRISIS TIME
TAVERN, RECREATION CENTER
SLUMP AND RESURGENCE
IN BRITAIN

"LIQUOR IN LIFE TODAY"
ALCOHOLIC PERSONALITY
THE FIVE PER CENT—
AND THE SIXTY-FIVE



UNIVERSITY OF LUND, SWEDEN

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sponsibility"

THE INTERNATIONAL STUDENT

APRIL, 1940

Vol. XXXVII, No. 6

HARRY S. WARNER, *Editor*

What They Are Saying

The pamphlets and the International Student represent a very excellent program of public education. It has seemed to me for some time that this approach is the most useful type of program for the association. I congratulate you on the quality of it.—Cecil C. North, Professor of Sociology, Ohio State University.

The sanest approach with which we are familiar is that of the Intercollegiate Association for Study of the Alcohol Problem, whose organ is the "International Student;" its editor, an expert; its motto, "Seek the Truth, come whence it may, lead where it will," gives emphasis to the long view in place of quick results. The method is that of research and open-minded, frank discussion.—John C. Granbery, Southwestern University, Georgetown, Texas.

By coöperation of the Methodist Board of Temperance and the Intercollegiate Association, the INTERNATIONAL STUDENT is being sent to high school libraries in various states as a source for study and discussion of the liquor problems of today.

The INTERNATIONAL STUDENT publication is being distributed by the State of Montana Temperance Commission, pursuant to the laws of Montana, 25th Session, 1937, Chap. 201.

THE INTERNATIONAL STUDENT, organ of THE INTERCOLLEGIATE ASSOCIATION FOR STUDY OF THE ALCOHOL PROBLEM, is issued seven times a year, in October, November, January, February, March, April and May.

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Swedish Students

In Time of Crisis

IN THE FACE of a war-threat crisis in Sweden, in early January, the university student leaders of S. S. U. H., the student temperance society of Sweden, went steadily ahead with their annual mid-winter training conference, or "Study Course" on the Liquor Problem as it faces young people in that country today.

The conference, at Stockholm, January 4-7, was a serious four-day course of lectures and discussions by the best available scientific and educational experts. It was organized for upper-class students, recent graduates and others preparing for, or now active in temperance educational activities in the colleges, secondary, and other schools of the country. It was the 24th annual training conference under the leadership of S. S. U. H., the university, college and school anti-liquor movement of Sweden.

Under the slogan, "We are not Loosening our Grip," adopted on account of the nearness of the Finnish-Russian war at that time, their first session of the Conference called attention to the fact that this nation-wide student movement is combating human suffering and advancing humanitarian ideals by its struggle against alcoholic drink. The first speaker, Ruben Wagnsson, pointed out that at the present time, more than ever in the past, Sweden has a sober and qualified youth.

"Recent Investigations of the Physiological Effects of Alcohol as a Beverage," by Professor Göran Liljestrand, a resource lecture early in the session, was an interesting description of the efforts of science to explain the problem of alcoholism. The revolutionary discoveries of the importance of blood-tests, and the effects of alcohol in case of sickness due to a lack of vitamins, was made clear.

Condensed and rewritten from *Polstjärnan* (The Polestar), Jan. 31, '40, and Dec. 20, '39: Uppsala and Stockholm, organ of S. S. U. H.; edited and published by the university students of this national student temperance organization of Sweden.

Advertising of intoxicating liquors as a public policy was discussed by Axel Axelman who opposed all such advertising. Legal action, toward removing advertising, it was recognized, however, would meet the opposition of those who claim full freedom of the press.

Other themes of address and discussion included the movement for social welfare and its history in Sweden, the supply of hospital patients as affected by alcoholism, public health and the relation of liquor to it, and present methods of liquor control. It was brought out that present systems are not succeeding as they might, "because the Swedish people consume 12 million liters of alcoholic beverages more than they would have consumed."

"Alcoholic Beverages and Ethics" was effectively presented by Professor Reinhard Strecker, of Berlin, Germany.

The leaders of S. S. U. H. regard this school-extension lecture work by university students, which they organized years ago, as a most valuable task in their whole program of education against alcoholism. For it serves a three-fold purpose: (1) it brings the latest and best information on the temperance question to the younger students and the boys and girls in the schools of Sweden; (2) it adds new members to S. S. U. H.; and (3) it gives students definite field experience and keeps former members active.

Young men and women, mostly university students, selected by the Central Board are sent on circuits, or to separate engagements, especially in the fall months, to various parts of the country. These speakers visit the local groups, deliver addresses and informal talks at meetings of the society, and at public gatherings; work for distribution of temperance literature, especially that published by S. S. U. H. They speak in the classes of the schools—secondary schools, girls schools, normals and other schools. Attendance for the higher grades is usually required. If there is no organized abstinence group in the school, the speaker seeks to form one holding a separate meeting for that purpose. The school authorities recognize the work as a part of the efforts made by the state to enlighten the public on temperance, since the state aids in part to finance it.

The Tavern Today

As Community Recreation Center

By WALTER O. CROMWELL*

THERE are more than 9,000 retail liquor establishments in the city of Chicago. Their total daily patronage far exceeds that of any other recreation or amusement facility in the city.

The Juvenile Protective Association is interested in the effect of the tavern in community life because juveniles were involved in one-third of the taverns that we investigated this year, and because of the broken homes, domestic discord, neglected children and increased burdens heaped upon welfare agencies through their many illegal operations.

The Association has investigated more than seven thousand taverns in Chicago since repeal of Prohibition. More than six thousand of them were violating one or more laws, with an average of three violations per tavern. Hundreds of them were places about which we had received complaints. Over two thousand of the taverns found violating the law directly involved juveniles. This does not include hundreds of family cases in which violations of the liquor laws either directly or indirectly affected the welfare of children and young people in their homes and communities.

Shortly after repeal of the Prohibition amendment the Juvenile Protective Association began receiving complaints about retail liquor places operating in violation of the law, and to the detriment of youth and the community. Complaints came from parents, welfare workers, parent-teacher organizations, civic and business groups, church groups, and individual citizens.

*Condensed from *The Tavern in Community Life*, by Jessie F. Binford, Executive Secretary of The Juvenile Protective Association of Chicago; a report of The Association for the years 1938 and 1939, compiled by Walter O. Cromwell, Director of Community Conditions.

Atmosphere of Recreation Offered

Since then the flow of complaints has never ceased; complaints of small children performing in taverns, of their peddling, selling newspapers or shining shoes in these places; complaints of gambling with dice, cards, raffles, pin-ball games, policy games, punch-boards and slot machines; complaints of liquor sales to high-school boys and girls, of indecent entertainment, of the displaying and distribution of obscene pictures and literature, of drunken assaults and even murders in taverns; complaints of fathers spending their earnings for liquor and gambling when their families needed food, clothing and other necessities; of mothers keeping their rendezvous at taverns while their children suffered; of young girls employed in taverns as hostesses, waitresses or dice game operators, and of their immoralities, delinquencies and crimes resulting from their drinking and their contacts in these places; complaints of prostitutes and unattached women contacting men in taverns for immoral purposes, endless complaints of illegal conditions which persist with little variation in taverns throughout Chicago.

Beverages in Dance Halls

Public dance halls and halls used on special occasions by clubs, churches, settlement house groups, and lodges, attract thousands of young people. The public dance halls all sell alcoholic beverages on the premises. Groups holding parties and dances in other halls in many instances sell beer. Because of inadequate supervision many minors are sold alcoholic liquor on such occasions.





The use of alcoholic liquor in dance halls in Chicago has always constituted a serious problem. Our experience in dealing with this situation and the experience of dance hall operators reveal that only strict supervision of these places will minimize the problem and obtain desirable results.

The problem is not one involving the letter of the law, but one resulting from the failure of liquor law administrators, law enforcement officials and the organizations and groups participating in the affairs to abide by the spirit of the law.

Recreation in Taverns

The rôle which taverns play in the recreational life of Chi-

TAVERNS LEAD IN ATTENDANCE

	<p>TAVERNS MORE THAN 30,000,000</p> <p>Chicago has over 9000 retail liquor places with an annual patronage of over 30 million</p>
	<p>MOVIES MORE THAN 20,000,000</p> <p>Chicago has 276 theatres with an annual patronage of over 20 million.</p>
	<p>BASE BALL MORE THAN 3,000,000</p> <p>Chicago has an annual attendance at all baseball games of over 3 million.</p>
	<p>FOOTBALL LESS THAN 1,000,000</p> <p>Chicago has an annual attendance at all football games of less than 1 million.</p>

cago communities has become increasingly important since repeal. Important because retail liquor places attract a far greater number of patrons than any other places of recreation in the city. Important because taverns are considered by a large part of our population as questionable places for recreation and because the sale of alcoholic liquor has become increasingly allied with other forms of commercial recreation such as dancing and athletic and sports events. It is obvious that the tavern is exerting a demoralizing influence on its patrons and on the community generally because questionable activities are promoted both by the patrons and tavern owners.

Good Communities; Interested Citizens

Our studies reveal that more than 90 per cent of the taverns investigated were violating the law and that most of the disastrous effects of liquor sales on children and young people result from such violations. Who is to blame? Law enforcement officials? The local Liquor Control Commission? The tavern owners? The public who voluntarily becomes a party to the violations?

Certainly no one group is entirely responsible. Each makes its contribution to evasion of the law. Enforcing officials are

Program of the Intercollegiate Association

1. *Seek the Truth fearlessly, wherever it may be found.*
2. *Promote study and discussion in college, the community, city, state and nation.*
3. *Challenge conventional thinking, assumption, customs and social traditions.*
4. *Give attention to the social and national welfare aspects of the problem—to the **concern that sees beyond self and group** to the safety and welfare of society.*
5. *Examine the place of alcoholic drink in the struggle for fuller and more equitable everyday living.*
6. *Enlist and equip a new leadership for the struggle against alcoholism in America and the world.*

lax, the local Liquor Control Commission is inefficient, the tavern owners are indifferent, caught in the throes of political pressure and economic adversity, and the public is apathetic. If liquor control is ever to be obtained it must come through the united efforts of all these responsible groups.

Taverns today are so enmeshed in vicious social, economic and political entanglements as to seriously affect the welfare of our communities.

TO CORRECT ERROR

On page 132, *INTERNATIONAL STUDENT* for March, the number of arrests of females for drunkenness in the District of Columbia in 1932 should read 1,043, not 104. The error occurred in the publications from which the writer quoted.—Ed.

Slump and Resurgence

Of Beer in Britain

By HENRY CARTER, London*

IN 1932 the liquor trade in Great Britain knew itself to be seriously threatened by wholesome changes then taking place in public habit. Between 1913 and 1932 the national consumption of beer had decreased by more than half, and the consumption of spirits by more than two-thirds—this despite an increasing population.

The reasons for the decrease were partly legislative, partly moral and cultural. Legislatively, the causes of shrinking trade in licensed premises were the diminution of the legal hours for liquor sale and supply by fully one-half, and the higher retail prices of drink as a consequence of higher liquor taxation during and after the World War. Culturally, the most influential causes were the growth and diffusion of knowledge as to the action of alcohol, the spread of education, the widening of the interests of life, love of out-door pursuits, and social betterment in its many phases. Within the previous twenty years legislation had made liquor less accessible, and a general advance in the standard of life had rendered people less responsive to its lure. As a result of the dramatic decline in the use of alcoholic liquors, convictions for drunkenness in the police courts of England and Wales had fallen in 1932 to less than one-sixth of the total for 1913—from 183,514 in 1913 to 28,999 in 1932.

Alarmed at this decline in business, the Brewers' Society in 1932 appointed a new officer, Sir Edgar Sanders, to study the causes of decrease in beer consumption and to recommend and promote a policy which would restore beer-drinking to popularity. Enquiries in various parts of the country led Sir Edgar to conclude that, broadly speaking, the decline in beer drinking was due to *the fact that the new generation of Youth*

*Condensed from "The Drink Trade Today" by Henry Carter, C.B.E., in *The New Campaigner*, London, England, Spring, 1938.

was not frequenting the premises licensed for the sale of alcoholic liquor. Most of the customers were middle-aged or older people. He pressed upon the brewers the necessity for a policy which would make beer attractive to Youth, saying:

"If we can once attract a new class of customer, we shall see the brewing trade turn round and start the ascending scale. I am not saying that the present beer drinker should drink more, but rather that we want new customers. We want to get the beer-drink habit instilled into thousands, almost millions, of young men who do not at present know the taste of beer. These young men, if they start with what beer they can afford today, as they grow up they will afford better beers to the greater advantage of the brewing industry."

The Sanders plan won the assent and financial support of the brewers. Its main lines of activity were press advertising, bill-posting, advertising on public vehicles and by illuminated signs, distribution of literature, lectures and articles by prominent persons, and propaganda by means of editorial and news items. Operations began swiftly. Millions of pounds have been spent since the summer of 1933 to allure Youth by the reiterated slogan, "Beer is Best." The skill of the artist was bought so that the brewers' posters, displayed lavishly on hoardings throughout the country, associate health and beauty and prowess in sport with the use of beer. The scientific verdict, that alcohol is the foe of alertness and sound judgment, was deliberately disregarded.

What measure of success has attended the brewers' dual policy of cheaper beer and the lure of skilful advertising? The answer, for the period immediately following its adoption, can be given in four statements:

The national consumption of beer in Great Britain and Northern Ireland increased by sixteen per cent, in 1936, in comparison with that of 1932.

Police Court proceedings for drunkenness in England and Wales increased 41 per cent, in 1935, in comparison with 1932.

The national expenditure on drink in Great Britain increased by £21,410,000 in 1936, in comparison with 1933.

The profits of brewing companies increased by ten million sterling in 1935-36, in comparison with 1932-33.

Liquor In Life Today

*Seek the Truth
Come Whence It May
Lead Where It Will*

Three Times as Many

That alcohol is responsible for three times as many deaths in the United States as official records show, and that this charge of inaccuracy has been made by the Census Bureau, Division of Vital Statistics, is shown by a writer in *Science News Letter*, Dec. 9, 1939.

Explaining, he indicates, that while current reports give the death-rate due to alcohol as 3 out of 1,000, an analysis of death certificates that include primary and secondary causes, shows that alcohol plays a part in 10 out of 1,000 deaths. Further, that confidential inquiry among a large group of physicians reveals that alcoholism was reported as cause in less than half of the cases which it had actually caused. But, as an encouraging fact, the writer showed also, that reported deaths from alcohol had declined, between 1910 and 1937, 51.9 per cent, twice the decline in the death rate from all causes.

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Testing Dutch Opinion

A test poll on liquor selling recently in Rotterdam, Holland, that endeavored to reach all the residents of the Bergholder quarter, brought 5,123 valid ballots, divided as follows:

Against the granting of liquor licenses	2,614, 51%
For limiting the number of licensed places	1,720, 33%
Against limitation	789, 15.4%

—Bulletin, *International Bureau Against Alcoholism*,
Lausanne, Switzerland, Mch. 6, 1940.

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Asks Santa's Aid

All we tavern men want is an even chance to operate our business on a clean, profitable basis. We want to be good citizens and obey the laws in spite of what the fanatics say. . . . But we don't want to be snooped on as if we were criminals. Other merchants use their windows to sell goods, but in a lot of places they make us keep our windows looking as if the joint was for rent. Then the idea of forcing us to close on New Year's Eve, just because it happens to fall on Sunday. . . . Gosh, Santa, the way things are, you'd think we were being hounded by the Gestapo. . . . You've always been a great pal to most folks. . . . So don't let me down, old top, for I'm really depending on you to help place me on the same basis as other store-keepers.—"An Open Letter to Santa Claus," *The Tavern*, Chicago, Dec. 18, '39.

Milk vs. Vodka

A Swiss correspondent, relating a visit to the war front in Finland, wrote, at the time of the brilliant victory of Lake Ladoga, "It is a curious sight to see the General and Colonels drinking milk together." From the other side an Italian correspondent wrote: "The Russians advanced drunk with vodka; when the effects had passed off they died quietly, for death from cold is easy; one is not even conscious of it."—*Bulletin; International Bureau Against Alcoholism*, Lausanne, Switz., Mch. 3, 1940.

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Bootlegging Booms

Apparently drinking conditions in America have not ceased to provide a lucrative field for the bootlegger who violates the law relating to legalized liquor with the same impunity that he violated the prohibition law. Government officials were locating illicit stills in 1939 at the rate of 200 a week, according to a report by the Federal Alcohol Tax Unit at congressional hearings last year.

A bootleg ring was uncovered within the last year or so in the city of New York involving more than a hundred individuals, among whom were city police and Federal investigators. Prohibition can well say, "Thou canst not say I did it."

This New York City ring was indicted for conspiring to defraud the United States Government of \$3,000,000 in liquor taxes. Of the 106 men indicted, 48 received sentences on April 1, 1939.

On the basis of testimony by Dr. Wesley A. Sturges, Executive Director of Distilled Spirits Institute, there are 28,400 illegal bootleg distillers in operation in the United States today.—SENATOR MORRIS SHEPPARD, Senate Address, Jan. 14, 1940.

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Avoid "Too Much"; Use Beer

A steady increase in the use of "good beer" for forty years previous to National Prohibition failed to prevent a steady increase in whisky consumption.

The defiance of law by brewers and their political alliance with corrupt politics was a major factor in bringing about the 18th Amendment.

Success by the brewers in nullifying the 18th Amendment and securing the enactment of the Beer Act in March, 1933, paved the way for repeal.

The eight months of legal "beer only," April to November, 1933, recorded an instantaneous increase in liquor-bred traffic deaths, drunkenness, and crime.

The upward leap of beer sales during the first four years of repeal failed to retard or diminish the steady increase in consumption of hard liquors, immediately following the reestablishment of the liquor traffic.—Condensed from *The Union Signal*, Oct. 8, 1938.

THE WIDE USE of alcoholic beverages as a medicine, up until recent times, is only an expression of the fact that medicine was still a young science.—SVEN INGVAR, M.D., Medical Faculty, Lund University, Lund, Sweden.

Why Alcoholic Addicts?

As given by Dr. Robert V. Seliger, Psychiatrist, Johns Hopkins University, the reasons why alcoholic desires are acquired to the extent of leading their possessors to become alcoholic addicts are:

1. As an escape from situations of life which the subject cannot face.
2. As evidence of a maladjusted personality (including sexual adjustments).
3. As a development from social drinking to pathological drinking.
4. As a symptom of a major abnormal mental state, such as a depression or schizophrenic reaction, etc.
5. As an escape from incurable physical pain.
6. As a symptom of a constitutional inferior—a psychopathic personality—one who drinks because he likes alcohol, knows he cannot handle it and does not care.

• •

Belgium Increases Restriction

In 1919, Belgium adopted a measure forbidding the sale of distilled spirits in public places, cafés and restaurants. Impartial observers agree that it has had good effects, that alcoholism due to spirits, has declined.

For twenty years the liquor trade carried on a campaign against it; the opposition was gaining ground. But the war has changed that trend. There is now no question of increasing facilities for the sale of liquor, but rather of further restrictions. The government is maintaining the law, reenforcing it, and has added a measure against clubs that are used principally as places for the consumption of spirituous or fermented liquors.—*Bulletin*, International Bureau Against Alcoholism, Lausanne, Switz., Nov. 28, '39.

Drink Changes in World War

No other single event in the course of the last hundred years has so profoundly altered the status of a social problem as the European war has altered that of the drink question. The reform of the common sale and use of alcohol then sprang at once from the list of things desirable into the very forefront of reforms of imperative importance. This change was not due, in Great Britain at least, to any sudden aggravation of the evils of intemperance, but rather to the fact—natural at a time of grave danger to the State—that the public attention was concentrated as never before upon any habit or arrangement that was seen to impair national efficiency.—THEODORE NEILD, J.P., London, England, Report of the Fifteenth International Congress Against Alcoholism.

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Japanese Anti-alcohol Activities

"No Alcohol Day," observed annually on the anniversary of the great earthquake, September 1, 1923, was noted, last September, by a great mass meeting addressed by Doctor Kagawa. From each ward of the city, seventeen youths, each seventeen years of age, born in the year of the earthquake, were invited to the ceremony; all of them were asked to take a vow to abstain from alcohol and tobacco.

Hereafter no sales of alcoholic liquors will be permitted at cafés, bars, eating places, railroad stations and dining cars on the first day of each month. By order of the government, manufacturers of sake have agreed to cut production 20 per cent in order to save nearly 5,000,000 bushels of rice for food purposes.

A vote recently taken among all passengers on a prominent railroad line, as to whether alcoholic beverages, including beer, should continue to be sold in diners showed that 6 per cent favored such sales after the noon hour and that 88 per cent wanted them discontinued entirely. The management of National Safety Week, observed in July, 1939, under government auspices, advised abstinence from alcoholics that week. Statistics indicate that there are three times as many accidents among drinking men in Japan as among abstainers.—Condensed from *The Voice*, Washington, D. C., Jan., '40.

I am in full and complete accord with the program of the Inter-collegiate Association. . . . Your recent pamphlets have been the best which have come to my desk dealing with this question; and the new form of the "International Student" is more readable and attractive. I have two suggestions: that a study be made of the leading firms which take college-trained men and women and their attitude toward the use of alcohol among their employees; and that a series of articles telling of concrete cases of men and women who started the drink habit while in college.—S. Ralph Harlow, Professor of Religion, Smith College, Northampton. Mass.

The literature you have prepared is well edited and issued in an attractive form that should intrigue large numbers.—Ben M. Cherrington, Chief, Division of Cultural Relations, Washington, D. C.

Ideals !

By **RAYMOND E. MANCHESTER**

Dean of Men

Kent State University, Kent, Ohio

ONE SHORT WORD. One exclamation point. Six short letters—not sanskrit—not Greek—not mystical symbols—just letters known to and understood by the poorest man in London, the richest man in Wall Street, any sailor on any ship on any one of the seven seas, the trapper farthest north, the sheep-herder down under, the explorer in Little America and the mid-western corn farmer. One word and one exclamation point to tell the story of man.

There *is* a biological tale to tell concerning man but it is only a variation of the tale one might tell of a grasshopper, a frog or a baboon. There is a chemical tale to tell concerning man, but it, too, is but a part of the tale about all matter. There *are* many stories of mankind but they are only parts of longer stories and except for the fact that there *is also* a story of ideals, there would be no sense in any story. A grasshopper would not step forward if volunteers were called for to accept typhoid germs so that new experiments could be tried, a frog would not devote its life to a study of invention to the end that better machines might be built, a baboon would not write music or seek out historical data from records of past generations. If men were merely physical beings there would be no story other than one that might be told about any living creature.

Ideals! Goals to strive for,—patterns for generations yet unborn,—sacrificial projects arranged for the sake of others,—proposed scientific research to make greater happiness possible! The magnificent story of *mān*!

One word—six letters—tells the tale and fixes the objective for educational, social, and spiritual endeavor. The important story of humankind has been and must always be one of purposeful creation.—*The Saturday Letter*, March 23, 1940.

The Five Per Cent--- and the Sixty-Five

Editorial

SOMEONE HAS SAID that a people may be divided into three classes: the leaders of thought and action who constitute 5 per cent; those who follow these leaders intelligently and discriminatingly, 30 per cent; and the other 65 per cent who accept ready-made customs, thinking and emotions of those in positions of influence.

If this estimate is even approximately accurate, may it not be well to ask, What is happening in connection with the growing social drink customs of today? What concern have "the leaders of thought and action" about that trend, pro and con?

It may help to answer this question if we ask another: Is it the same thing for a group on Capitol Hill, or Morningside Heights, or Zone A Restricted, or a University Community, to get together for an evening of alcoholic joy, light, medium or fully developed, as it is for a group, similarly minded as to sociability and needing it far more, just off the Bowery, or Archer Avenue, or in any underprivileged neighborhood, where self-restraint may be infinitely more difficult and excess less inexcusable?

If alcoholic life habits grow popular in vast numbers of youth, or among women formerly temperate, or those with but little desire to indulge heavily, should we not ask, *Whose drink custom* is it, anyhow? Whose, not in the sense that drink-burdens and excesses belong to any one class; they don't; they are found in all. But in the sense of social endorsement that is powerful in fact, and of the responsibility that goes with power and prestige. For leadership without a sense of responsibility is social tyranny.

On a recent New Year's Eve, a \$50,000 party of society leaders in Washington, the financial and social élite, seeking emotional release, was made eloquent by the 480 quarts of champagne, 288 fifths of Scotch, 48 quarts of cocktails, 36 bottles of miscellaneous liquors and 40 gallons of beer consumed

(Continued on Page 190)

Alcoholic Expression and Personality

A Study in the "New Understanding" Series

By HARRY S. WARNER

THE CUSTOM OF SUBSTITUTING alcohol for natural human satisfactions has far-reaching consequences on the personality and in the character of those who frequently seek pleasure in this way. This narcotizing of human desires is especially marked on personality; the frequent drinker is a different man from what he would be if he did not drink; the mild drinker, for a brief time, at least, is different; continuous and heavy drinkers are decidedly different, and the changes occurring are to be noted in drinking groups and nations in contrast with what they are when their needs are served without the aid of a narcotic.

The impression that men make on others, is conditioned largely by the reactions of their central nerve and brain systems, the effectiveness of their minds and emotions. Personality is the outward expression of a body-mind-soul, the supervision of which receives the first impact of alcohol and is most directly altered, or intoxicated, by it. "When "under the influence" a man is different; and he shows it in his conduct, at first mental and emotional, then social and physical. The first changes are vivid, but of short duration; later they become habitual and permanent, as the frequency and quantity of resort to alcohol grows.

Changes That Occur

Historically, "the drinker" has been outstanding as a character and type in literature and song; a "jolly good fellow" in his early stages, finding "more fun per bottle," and increasing degrees of "release" by this short-cut path; he is amusing, irresponsible, vindictive or just "drunk" as the stages succeed each other. In modern phrase, his personality has changed; and in much the same way as the color of his nose.

These changes in personality are a direct consequence of the

action of alcohol as it circulates in his brain cells; its stupefying, disorganizing, dis-coördinating effects. To experience them is a prominent if not chief motive for which liquor is taken. They may be classified as temporary, "hang-over," and relatively permanent.

(a) Beginning with the first sensations of ease and continuing by degrees through states of pleasing phantasy, both the outward expression and inner character pass through stages that at last are recognized as the marks of serious intoxication. As stated by the British Medical Research Council, after exhaustive examination of latest scientific information, the practical point is that "*without signs of intoxication*, in the full ordinary or in the legal sense of the term, the bearing and individual attitude of mind suffer temporary changes . . . and those in contact with the person so affected have, for the time being, to deal with an altered individual, whose mind lacks temporarily its normal factor of judgment and conspicuous elements of self-control."¹ For all, except the rigidly self-controlled or the few who are relatively immune, these changes in personality go farther than they would consent to have happen when they are their normal selves.

"The personality suffers first," said Haven Emerson, "mental capacity about as promptly, and those vegetative and reflex functions, involving locomotion and the use of hands and eyes, which we note in the obviously intoxicated, follow only later and from larger doses of the drug."²

"It is these minor changes—the strange obliqueness of the semi-drunk—which it would be interesting to know more about," the changes of personality during which quarrels occur between friends, "especially between husband and wife when no one admits to being tight," says the writer of "This Moderate Drinking" out of abundant first-hand experience."³

The first stage, of which the drinker is rarely aware, is marked by a blunting of "the finer grades of judgment, reflection, observation and attention." Self-criticism is dulled and those impulses released which, ordinarily, are inhibited by self-control. The drinker talks much, laughs much, is crude in expression and words, and engages in unbecoming acts not usual to his own personality. He thinks he is alert, humorous, a good conversationalist, though actually unable to distinguish

between sense and nonsense, humor and inanity. "A man under the influence of small quantities of alcohol has no right to believe his own senses," writes Dr. G. Sims Woodhead, Cambridge University. "He can not trust them to give him correct facts, and he cannot rely upon his judgment for the interpretation of facts."

The cause for these changes in personality, as Miles shows, is that this popular drug "has proved to be a means for temporarily, but more or less effectively, disconnecting the higher brain from the lower and leaving the latter largely in control. The result is found to be peculiarly pleasant, often amusing . . . so immediately agreeable and subjectively attractive that even though there were attendant and subsequent personal and social distresses, the negative aspects received but little weight until individual hygiene, economic efficiency and social welfare began to be stressed as desirable objectives."⁴ "Nevertheless," he says elsewhere, "I hardly need add that mild states of alcoholization are still looked upon with favor by many and championed by some."

The party and the individual, indulging freely in cocktails or other alcoholic means of "disconnecting the higher brain from the lower," is a different group, with social reactions and a group personality that varies from the normal in ratio with the amount of intoxicated pleasure accepted. Especially is the group personality changed in its lessened sense of responsibility and social concern. Out of this condition, extended by hours and multiplied by the million, come the silly immoral and even criminal states of personality and conduct that mark the cult of intoxication. Alcohol is a source of low-grade conduct and personality.

(b) The second series of changes in personality are of the "hang-over" type, recognized by drinkers, scientists and public alike. They are a reaction against the first, a direct consequence occurring ordinarily "the morning after the night before." They follow heavy indulgence of all and even milder indulgence by those to whom alcohol is most exciting. The efforts of the body to free itself of the load of alcohol that accumulates during continued indulgence are disagreeable—often intensely so. Sensations of regret, failure, despair often are marked. This disagreeable personality, in conflict with

itself, contrasts sharply with the free and expressive personality that stood out during the drinking session. A group drinking together may be filled with joy and wit; the same group, recovering, shift to the opposite pole.

"There is no medicine or treatment to cure or mitigate hangover," writes an observant columnist.⁵ "although science has made faithful efforts to discover such a boon, and many fiends in human form have marketed various kinds of fizzing salts . . . some think a raw egg in a cup of Worcestershire sauce gives relief . . . others canned tomatoes, but they didn't do any good either. Finally, there is the hair of the dog that bit you, but that only deadens the pain.

"The only cure for hangover is suffering, and this may be mild or awful, brief or prolonged, according to the amount of alcohol absorbed . . . certain beverages and combinations of them produce distinctive types of hangover. Beer, for example, causes a dull, tenacious misery, . . . Champagne in excess gives the subject a feeling that his scalp is flopping around like an old cap . . . the brandy victim sometimes has an alarming sense that he has died."⁵

It was "on such a morning as this that his failure began; he wanted to run away and hide. He wanted to go and sleep somewhere. His head ached terribly, his fingers trembled. Dark circles haloed his eyes. . . . He had spent a great deal of money on cocktails, and that, too, bothered him. He could sense with every breath the stale alcoholic residue of the night before. He lost his courage. His will seemed to desert him. . . . There were so many things he had to do that day. . . . But he wanted to run away and hide. . . . He felt a surge of shame sweep over him. He sensed that others must notice how he felt. No, he couldn't face those people today. Tomorrow . . ."⁶

(c) Long-time and permanent changes come after continued drinking. They include, first, a habit of dependence upon this particular source for what it gives. "When an individual has had the experience of promptly securing the comfort and joy of psychological escape simply by drinking alcoholic beverages, he readily adopts this procedure and follows it unless checked by social pressure or an unusual degree of self criticism."⁷

He may come to the place where he can not work or enjoy himself without his accustomed drink. He is nervous, can not apply himself, irresponsible, careless and slovenly. He works and lives continuously on a lower plane from that of his pre-alcoholic years.

The time growth of liquor characteristics are described by London, keenest of the self-analysts of alcoholic pleasure. . . . "I did not care for it. I used to laugh at it. Yet here I am, at the last possessed with the drinker's desire. It took twenty years to implant that desire: and for ten years more the desire has grown. And the effect of satisfying that desire is anything but good."⁸

In the evolution of liquor pleasure a frequent, perhaps typical, course is as follows: (1) "try anything once," adventure; (2) "be a good sport," accept—give the social invitation; (3) throw off inhibitions, say anything, do anything; (4) drown unhappiness, escape from reality; (5) seek its satisfactions again and again, habit; (6) depend on it, slavery.

Lower Quality Personality

"Drink will lower your standards of behavior," writes the popular psychologist, Angelo Patri, to young people who contemplate acceptance of the custom. After you have been drinking, "the expression of your eyes, the set of your face, the movements of your body are governed, not by your own fine mind, your own high intelligence, but by something that is really lower than the animals."⁹

Alcoholic enjoyment and the freedom that it gives come "at the expense of the more efficient functioning of the higher faculties," is the way Dr. Harold E. Himwich, physiologist, describes it.¹⁰ "The whole qualitative picture is one of decreased human efficiency,"¹¹ is a conclusion of Dr. Miles. Any attempt to counteract dissatisfaction, anger and disappointed feelings with alcohol is a false and hazardous solution," says Dr. Adolf Meyer.

It seems experimentally proven, summarizes Henry Smith Williams, that one ounce of alcohol, equal to 2 pints of 3 per cent beer, four glasses of light wine, or an ounce of port, or a "square drink" of whisky, brandy or gin lowers working and thinking efficiency measurably; that "a person who takes

this amount of alcohol daily is never able to think or work at full normal level from one year's end to another."¹²

In sharp contrast the impressions gained by the subjective experience of the drinker are of an opposite kind, pleasing elation, increased importance, higher regard of one's self, a sense of superiority. Regular drinkers say that they are at their best only after a drink or two, keen and vivid in conversation, mildly "lit up," ready for adventure. To a parlor group or "hooch joint" gang alcohol brings thrills where all would be dull and ordinary to the sober man. But scientific investigation and cool-headed experience, raise serious objections to the value of the impressions gained by self-observation, since alcohol blunts ability to discriminate and to judge accurately.

A "don't care" personality develops. As one psychologist says, "drink lowers the barriers that normally control impulse and behavior to the point where acts that ordinarily appear prohibitive not only seem natural, but *desirable*. Too, it slows down the reactions of the nervous system to a point where one is incapable of coping with the circumstances that require clear thinking."

"Sure," says the man under the influence of alcohol, "I know what I am doing when I am half-shot, but I want to do it anyhow, and I don't give a —— if I do." The "don't care" state reflects a low standard of personality and the one who accepts it is, for the time being, a lower personality than one who is struggling to overcome his handicaps.

Inflated Personality

The inferiority of performance and conduct that result from alcohol are accompanied by an enlarged sense of self-importance. Exaggerated attention centers in the drinkers feelings, physical and mental, in his self-consciousness and opinions. His ego is expanded for the time being, bringing to him a sensation of "mystical charm." The ordinary man, with an "inferiority complex"—and most people have at least a degree of it—becomes supremely important in his own eyes at the very time that his acts and conduct, the actual basis of superiority, are deteriorating.

This unusual experience, unfortunately, seems to be an expression of the real self, of what life might be if one could

really be freed from its restraints. "Only when I have been drinking can I at last be myself," says the patron of alcoholic release. Under it, one seems, both to himself and his companions, to have an unusually vivacious personality. Escaping from inhibitions, shyness, tensions, dullness, worry and self-discipline into unusual self-confidence, he is in a dream world in which he is superior to the ugly realities of life.

Alcoholic exaggeration is a subject of vital public concern. As stated by an alienist after analyzing motorists as a part of a safety campaign: "When one gets behind the wheel of a high-powered automobile, the power within the machine itself enters into his personality. The power which he can generate in the machine becomes transferred to power within himself. His ego becomes enlarged; he is all-powerful; the rights of others become in the same degree insignificant; he becomes impatient with anything that balks or hinders him, such as slow traffic and red lights. It may be said that he becomes intoxicated with a feeling of power—almost of omnipotence. When one puts together a moderate amount of liquor and a high-powered machine a combination results which is a real menace to the safety of others."¹³

Socially as well as personally, this is a state of danger, perverted judgment and irresponsible action. In auto traffic it is not the driver who is obviously drunk who causes most accidents, but the man who, with a few drinks, thinks he is the best driver in town. The imp of perversity perches on that driver's shoulder "when the pulse of Barleycorn beats under his belt." The inferiority complex of the introvert, or those inclined that way, seeks in these intoxicated hours the superiority that has been thwarted in other ways.

Personality Changes are Regressive

Alcoholic changes in personality usually are regressive in direction: from maturity toward immaturity, from the complex in interest to the simple, from a larger desire to one of the moment, from restrained action to unrestrained, from the controlled self to one that is disorganized, from the discriminating to the merely emotional, from the analytical and critical to a perception that is clouded, from the guarded acts of the adult to the emotional outbursts of childhood. Consequent-

ly, the pleasures experienced are those of an adult returning to his childhood, of the race to its less civilized ages. Psychologically and in human history, the pleasures of alcohol are those of regression, of a backward slip, for the time being or permanently.

The latest step in the evolution of man is that which endowed him with the ability to evaluate his own acts, to inhibit those which are below his best, to do the fit thing at the fit time. Alcohol affects these finest powers in the reverse order of their evolution. Its characteristic action is regressive.

In his *Call of the Wild*, Jack London expresses the supposed inner conflict of a great dog between the satisfactions that the dog gains by living with men, and the "call of the wild" that draws him to the life of the pack which he left long ago.

To humans the state of intoxication echoes the "call of the wild." In its pleasures, man reverts to earlier types, for a few hours, for long periods of his life, or permanently. Daily in the conduct of drinker are seen the acts and the emotional processes of the immature, the savage; at the banquet table, in the club room, at the cocktail lounge, in the carousal and brawl of the back alley. In all grades of society men taking pleasure in intoxication, revert to outgrown forms of enjoyment.

The Susceptible

There is a vast range in the degrees to which different people become seriously alcoholic: heavy drinkers, drunkards, addicts, victims of alcoholism. This is evident to every-day observers as well as psychiatrists and psychologists. Some very quickly, "go to excess"; many, many, others reach this stage only after years of drinking; yet others seem to avoid it entirely. This is matter-of-fact information. But only recently has serious attention by students of the liquor problem been given to the underlying question, Who are those who most readily become victims? And why? Who are the least susceptible to life-dependence upon alcoholic satisfactions?

From the approach of the modern psychiatrist, and specialized observation has come the information that the well-balanced man or woman, old or young, is not often an alcohol addict. The young person who always has had a favorable home environment, who is well liked socially, whose egoistic

and altruistic needs are equalized, gains naturally, the recognition that all instinctively crave. Having a well-rounded life, he has little occasion for the "release" from something continually pressing, that narcotic pleasure affords: consequently he seldom becomes a chronic drinker.

On the other hand, psychologists have made it clear that the chronic alcoholic is usually a maladjusted, unstable individual, who seeks relief from his inner conflicts and outer inequalities by the simple but temporary route of alcoholic euphoria. He seeks to evade the reality with which he feels incompetent to cope—seeks release, not cure, by drug means.

These latter have been said to be "allergic" to alcohol. They greatly desire what it gives yet are most quickly injured by it. As some neurotic persons avoid disagreeable situations, responsibilities and relief from tensions by pretending sickness, consciously or unconsciously, the drinker adopts the alcohol escape mechanism as a substitute that gives a form of satisfaction to his thwarted need. Because he is unhappy he uses liquor without restraint in his eager desire to get away from unhappiness.

"It is easy to understand why *troubled* persons take to drink. The fact that they are unstable makes them potential drinkers. Their feelings of inferiority and insecurity prevent the development of the very controls that obviate the need for drugging their sensibilities. . . . The inferior, sensitive person drinks to get rid of emotional tensions, to disguise his troubles, and to get into a sufficiently jovial mood to feel that he is enjoying himself. Conceited, self-centered persons, with pathological egos that are constantly being rebuffed, naturally turn to the comforts of alcohol for release from their social isolation. Unstable business men, unhappily married husbands and wives, and sexually unadjusted individuals find relief from their fears, an exit for their stresses, and freedom from inhibitions in the fleeting comforts of alcohol."¹⁴

But the relief is artificial and temporary; Nothing has been done to relieve the condition of imbalance that brought it on. The problems of life are harder to solve, not easier after an excursion into the world of fantasy than they were before. For the weakening of moral control that has taken place as a result of the evasion, and the loosening of social standards

that occurs under the influence of alcohol are well known facts, scientifically substantiated. For the addict, there is only one course. He must quit.

Are They Inferior?

The alcoholic custom when established and given social standing in a community tends to sort out and start toward drunkenness all those who are susceptible to it; those who "just can't stand their liquor"; who do not, or can not remain moderate drinkers. Some of them become victims, after a few drinks; others, gradually, after years of frequent drinking. As Jack London drink-experienced writer, says, "it took twenty years of contact to develop in me a sneaking liking for the rascal."¹⁵

"There is nothing more harmful, more inimical to the proper diagnosis and treatment of a patient," writes a psychiatrist specializing in the cure of "problem drinkers," "than the popular misconception that there is a definite 'alcoholic type' . . . the underlying difficulty of which alcoholism is a symbol varies with each individual. . . . There are jovial drinkers and morose drinkers; social drinkers and solitary; rich, poor and middling; well-mannered and boorish; educated and ignorant. Every social and economic circle, every walk in life, every race produces a certain number of individuals who depend on alcohol."¹⁶

But who are they to whom alcohol offers something so attractive that they dare not accept? Who are the "not well adjusted"? Are they alone, or chiefly, those whose childhood surroundings have built in them a mass of unhealthy fears and inhibitions whose home life, or sex life, or the pressures of poverty, or of too much wealth, causes them to go "too far" in accepting the surcease offered openly to millions, in the whiskies, brandies, beers, of that vast commercial organization called the liquor trade? Are they who quickly "take to" liquor, to the degree called "excess," all abnormal, nerve-exhausted, worry-warped, neurotic or otherwise twisted human beings?

Actually they are of *at least* three widely differing types, with many variations between, constituting a rather sweeping cross-section of everyday life:

(1) The thwarted, depressed, turned-in lives, with internal and external conflicts and economic, social or other conditions that they feel unable to face successfully, the "sub-normal."

(2) The highly sensitized, equally introspective, perhaps unhappy, with a childhood experience lacking in love, perhaps dominated, and neglected; yet with native abilities of worth; seeking instinctively the expression they crave, yet know not how to obtain. Many of these may well be called "super-normal."

(3) The great mass between these extremes, who, not ordinarily driven by internal conflicts, but whose ordinary and natural life-experience, is bound to have periods of great, perhaps tragic, stress and strain; whose usual placid existence is called upon to face emergencies, and, because of accustomed social and moderate use of alcoholic pleasure and the escape it offers, turn to it freely and often as an established friend in these times of emergency, finding in it "the easy way out." For through all history the number of moderate restrained drinkers who, in the crises of life, have gone quickly into excess, is an observation so well known that it needs little scientific proof.

By developing addicts in these three groups, alcohol takes a toll of heavy-drinking lives from practically all groups, classes and types of humanity. Those with the peculiar nervous make-up fall first; but few with sensitive nerve and brain resources are immune. If the ordinary man is not born with a nerve-organization that is easily affected, making him dangerously susceptible, there will come periods in his life in which that danger will arise. Few human beings are "well-balanced" to a degree that keeps them permanently free from the narcotic allure of alcohol.

The average, therefore normal, human being probably has both introvert and extrovert characteristics; he is introspective in some respects and objective in others. To be wholly without either is to be pathologically defective.

Alcohol appeals to and satisfies abnormally the more introverted introspective tendencies. But people with these characteristics are often those who are capable of the finest insight; over-sensitive they may be but unusually creative; they are of great value to society. From such personalities alcohol takes

an appalling toll of life-happiness, constructive ability, and years of service and leadership.

Personality Changes and National Life

The changes in personality induced by alcoholic pleasure have vast significance in the life of a people and nation. Especially when they occur among people of leadership and responsibility. As illustration :

"Thomas M. Dotman," says a recent news report,¹⁷ "*is not the man's name . . . forty-five years of age . . . one of the most brilliant men in the public life of Wisconsin in this generation. A Phi Beta Kappa graduate of Yale . . . the guiding hand in financial matters coming before the legislature. . . . His keen sense of economic discrimination made his contribution . . . outstanding. Nor was he a 'bad' man. Quite the contrary. Yet this is what he did and the reason he is in terrible trouble . . . started from Madison to Milwaukee in his car . . . drank—and the testimony is undisputed as to quantity, two bottles of beer. Entering Milwaukee, so it is charged, he sideswiped a car, ran into and killed a man, collided with another car, raced through the streets with one tire gone regardless of red lights. He has, it is claimed, 'high blood pressure.' He also had taken two bottles of beer.*"

These men in a nation are not the dim-witted peasants of slow reactions, dull emotions, purely extrovert in mind and vegetative in body, who can absorb alcohol freely with little or no effect. They are not adjusted to it, as the human race has never been adjusted to it, since its emergence from physical savagery. They are keen, hair-trigger men; their nerves and brain have been given fine edge by all the influences of an evolving civilization. The loss of such men to a state and nation, is too great a price to pay for a particular form of pleasure especially among those with easy access to unlimited sources of natural, healthful enjoyment and recreation.

To millions of ordinary human beings, alcoholic indulgence and pleasure are accompanied by decreased efficiency, inaccuracy in mind and hand, and a distinctly lowered standard of social and moral conduct. To a limited few, it acts as a sedative, if not taken frequently. It tones down conflicting mental and emotional processes and enables them to concentrate on the

subject at hand. Having concentrated they attain results beyond those of their unconcentrated hours. But this result does not come because of any constructive effect of the alcohol. Had the release from discord, or the ability to concentrate been obtained in natural ways, without the aid of a drug, a higher degree of intellectual activity would be reached because all mental powers would be free to function at their best. The inspiration sometimes shown by writers while under the influence of liquor, is but a result of this artificial blocking effect, not unlike the inhibiting of fear to a young girl by "her first glass."

Alcoholic inspiration is too easy, too fascinating. Under its influence even men of superior ability, especially if of the introspective and highly nervous type, come to depend more and more upon this artificial aid which eventually is bound to deplete their creative efficiency.

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THE FIVE PER CENT -- AND THE SIXTY-FIVE

(Continued from Page 176)

by the 325 dinner and twice that number of dance guests of the evening.

At the other end of the social scale, in the same city, and every city, an increasing number of the down-and-out through drunkenness filled the jails; those who had no self-control, whatever they may have had when youthful and prosperous; those with cumulated years of intoxication, who had to depend on alcohol for "release," whatever the cost. And those other great groups, more self-respecting than some of the "higher-ups," who, facing deadening routine, or lack of work, or never-ending privation, sought the solace they needed, not in normal ways, but where they learned, through social influence, that it can most easily be found, in states of intoxication.

For wherever alcoholic indulgence prevails, there are sorted out in time and made into drunkards those with that "peculiar nervous temperament," who can not "take" their liquor, who do not—or can not—or just don't want to—remain moderate. But let it be made clear, they are not necessarily the less fitted to survive, the degenerate, the oversensitive with an "inferiority complex." Not all would lose out in life through other causes if drink happened not to "get" them. For experience, history, social psychology, and modern scientific study of alcohol, all show that many, of every degree of intelligence and social usefulness, often the keenest creative minds, have become victims of the customs that started them to drink and kept them drinking—victims of the social prestige of the drink traditions of their day.

What then of the 5 per cent? And the coöperative 30 per cent, who put the creative genius and leadership of the 5 per cent into action? If a harvest of life-long drunkards ripens from the present unlimited acreage sown, whose the sowing?

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THE INTERCOLLEGIATE ASSOCIATION
100 Maryland Ave. N.E., Room 104 Washington, D. C.

MAY
1940

THE
INTERNATIONAL

STUDENT

OF LIQUOR IN LIFE TODAY

In This Number . . .

THE CULT OF ILLUSION

DRINKING WOMEN AS POLICE
KNOW THEM

ALCOHOL, A CULTURAL PROBLEM

SWEDISH STUDENTS LEAD

"LIQUOR IN LIFE TODAY"

University of California
Berkeley

democracy
something
deeper than
liberty; it is
responsibility"



THE UNIVERSITY OF UPPSALA, SWEDEN
(See Pages 200-204)

THE INTERNATIONAL STUDENT

MAY, 1940

Vol. XXXVII, No. 7

HARRY S. WARNER, *Editor*

New Service to High Schools

THROUGH THE GENEROUS coöperation of others interested, the latest scientific and educational information on the liquor problem, as published in *THE INTERNATIONAL STUDENT* for colleges and universities, has now been made available to the public high schools of the United States. It is sent monthly, during the school year, to the libraries of practically all the public high schools in cities of 2,500 population and over in all the states and, in several, to those in smaller communities as well, as a source of information, for teachers and students, and for discussion and study.

For thirty-six states this program has been made possible by the Methodist Board of Temperance, a total of 4,360 high schools; for Michigan, where the plan has been in operation three years, by the state representative of the Intercollegiate Association, Rev. Henry C. Jacobs; for Montana, by an educational agency of the state; for the District of Columbia, by the Woman's Christian Temperance Union of the District. The total number of schools thus supplied monthly is 5,404; the number of copies, 5,979.

Delighted with the magazine.—IRVING FISHER, Economist, Yale University.

The *INTERNATIONAL STUDENT* publication is being distributed by the State of Montana Temperance Commission, pursuant to the laws of Montana, 25th Session, 1937, Chap. 201.

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The Cult Of Illusion

A Study in the "New Understanding" Series

By HARRY S. WARNER

CONTINUOUSLY, since first discovered in primitive ages, man has been pursuing the peculiar sense of pleasure, the "kick" that he feels while alcohol is passing through his central nervous system. Whatever that sensation may be called, "stimulation," "emotional release," "a good time," "intoxication," "all lit up," or just plain "drunk," its age-old and widely extended acceptance has brought into modern living philosophies and forms of social conduct that have marked characteristics of their own. A culture, or cult, definitely the outgrowth of narcotic pleasure, prevails widely; it stands out, often, in sharp contrast with contemporary non-alcoholic customs, culture and philosophies. Ideas and practices that depend on this form of pleasure are socially approved among certain groups and classes of people in all modern countries.

But due to its peculiar effect on the higher processes of the mind, described as the "inhibition of inhibitions," and its outstanding trend toward immoderation, and a slump in self-control the cult of alcoholic enjoyment has been subject to continuous criticism, through many past ages. And this criticism has never been more severe than it is under the latest scientific approach. The cult of drinking and intoxication, is now on the defensive; some of its characteristics accentuated by the controversies—moral, social, economic, political—that have raged over the basic question of its total value to human living.

Vast experiments seeking to reduce, control or eliminate the misfortunes resulting from liquor and the liquor traffic are constantly being made. No single approach has been uniformly or fully successful. All have left it clear that degrading tendencies continue and increase with the spread of liquor distribution. The world has none too many sources of enjoyment. Why should this one be so questionable? So persistently questioned, as it has for 3,000 years? Why should

many keen students of human living—scientists, humanitarians, national economists—go so far as to emphasize complete abstinence, social elimination, and banishment of the traffic?

Alcoholic culture, therefore, may well be given re-examination as to its character, its extent, and its consequences. A larger opportunity to do this than heretofore naturally follows the vast experiments, national and international, that have been made in the past quarter century. Such a re-examination should include the whole force and fact of alcoholic drink in human life: the satisfactions it gives, those it denies; those it diverts from natural to narcotic expression; its power and place in national economy; the character of its influence in social life; and its meaning in the happiness and misery of the present and future generations. It should be made in the light of (1) recent scientific, psychological and sociological investigation; (2) the experience of various nations in limiting the consumption of liquors during the first thirty years of the present century; and (3) the resurgence of liquor customs and traffic in the years since 1930.

A Cult in Illusion

Widely used in modern countries, alcoholic indulgence has the general support of custom, tradition and public opinion in Western nations and its use is increasing among Asiatic and African peoples. While millions in every country have definitely cut with the tradition and have continued non-alcoholic for generations, civilization remains permeated with the assumptions and customs of its drink-infested past. There are few national instances of alcohol-free culture. At one period in the United States after 1920, although prohibition was only partially effective, there developed the highest degree of non-alcoholic culture ever found in a great nation. With present opinion sharply divided, two broad trends stand out in conflict: one toward reducing and eliminating it entirely, and the other toward extending it as far as possible.

Intelligent questioning of the basic satisfactions that alcohol yields, as David Starr Jordan said when President of Stanford, centers in "its relation to the accuracy of the nervous system . . . the validity of those mental processes which reg-

(Continued on Page 207)

Drinking Women As the Police Know Them

By CAPTAIN RHODA J. MILLIKEN
Of the Women's Bureau, Washington Police

IT IS NOT AGREEABLE to acknowledge that there are some things that women can not do as well as men. Yet I have to admit that they cannot get drunk as gracefully. Kipling, accompanying the police of Calcutta to all the undesirable places of that town said, "If there is one thing a police officer hates to handle it is a drunken woman. She is as bad as ten drunken men."

In the Police Department of Washington and other parts of the country we have to handle an enormous number of intoxicated people. We all feel that we would rather handle a dozen men any day than one intoxicated woman; she is so much more difficult a problem.

In this city we have a central detention system for women, under supervision of the women police. It is a complicated problem, and discouraging, to handle all types of woman prisoners in one institution. Alcoholics do not like to be considered in the criminal class; but the fact remains that they do things which bring them constantly into the hands of the police.

About 50 per cent of the alcoholic women belong in family groups, probably 40 per cent of them in families where there are young people and small children. A survey of other cities probably would reveal the same situation. To us it is a matter of terrific importance that something be done for those who are trying to bring up children, to save the home situation.

A few weeks ago a man of means and position in this city, sitting by my desk said, "I don't suppose you can understand what I am up against. In the last three years I have had to see

Condensed from an address by Captain Milliken before the National Temperance Council, Washington, D. C., Jan. 17, 1940.

the person to whom I have always been devoted, who has been one of the finest mothers, turn into the most horrible kind of person, absolutely repulsive to me and the two children. The children have said, 'We would rather be anywhere than home'." That is the type of situation that we have to meet all the time; and we are so powerless to do anything about it.

In Washington we make something like a million dollars a year on our liquor licenses. We spend something like \$40,000 for the Alcohol Beverage Control Board; we have no reckoning of the expenses of the men detailed to assist in enforcing the liquor law. Consequently we do not have a very good picture of how much the present licensing act costs a city.

We might chase a few of the dollars that we get from license through and find they landed in child welfare, special service to families, relief, or works projects; but apparently there are not enough of them left to go into any specialized service for the people who have been broken down as a result of liquor.

We can get all kinds of money for all kinds of things, but when we ask for a wing at the city hospital to take care of alcoholics, there doesn't seem to be any money. When we speak of the need for an out-patient clinic, with psychiatrists and social workers to rehabilitate them, it is too expensive.

But it is not "too expensive" to have 50 per cent of the people who have to be detained in the police station or the House of Detention for women, there because they are drunk and almost 50 per cent of the cases going through the courts because people are drunk. Apparently it is not too expensive to keep on adding to the buildings of the District jail and the Workhouse because of the tremendous proportion of the people there because they are drunk. We cannot see why it would not be reasonable to spend the money we make out of alcohol, a reasonable amount of it, in a way to reduce the number who continually come back to it.

If you have mental patients, you build hospitals like St. Elizabeth's, hire people at decent salaries to treat them, and are proud of the fact that many get well and come back to the community. These people too are mental cases. If we do not get service for them we increase the number of homes

It is never well for any man to think that he is having a good time when he is not. The function of the nervous system is to tell us the truth. When it has been taught to lie, its worth as a guide to action is permanently impaired.—DAVID STARR JORDAN.

that are absolutely unsatisfactory. We increase the number of children who run away, or get into difficulties, or become unbalanced as they grow older, unable to lead normal, well-adjusted lives because as children they never had a chance to lead well-adjusted lives.

So far as age is concerned, young people have much the best record. We had one this year as young as 14. There are surprisingly few under 21 arrested for being drunk. The number of women, I am sorry to say, seems to remain static—about 1,500 for the year. Most of the people who are intoxicated are middle-aged.

There are young people who do drink too much, but far fewer than middle-aged people. I do not know whether it is because they are too much interested in life or whether they have gotten over thinking it is smart to drink. At the present time apparently nobody has any hesitation in saying he doesn't want a cocktail. There was a time when you were a "sissy" if you did not take it. Now you are a "sissy" if you take it when you do not want to.

The women represent a cross section of society. The majority come from the poorer class. The majority in the Workhouse are from the poorer class, because they do not have the \$10.00—the price put on being drunk in the District. A lot of people whom we send to the hospitals do not appear on the police blotter charged with intoxication. Those in private sanitariums do not appear on the police blotter.

An honest picture of the drunkenness in a community would take in not only the police arrests, but the number of people who are paying tremendous sums for a pretty worthless type of treatment in private sanitariums.

Alcohol, a Cultural Problem

By HELMER TERNB�AD

WHEN ONE HAS BEEN ENGAGED in the temperance movement for a decade, he comes to feel, at times, a desire to think through the meaning of the words and expressions that he has been using, and the further conceptions that they imply.

How often, for instance, has the alcohol problem been characterized as a cultural problem! The expression sometimes may have been an empty term, thrown out that it might produce an effect through its imposing sound. Or an effort has been made to bring out a special meaning, as the thought of progress, a powerful force in western social development, and the very unfortunate influence of alcohol on the ability of the conception of progress to make itself felt. Has it been possible, however, to go beneath the surface, by this means?

First, what is a *problem*? We must eliminate mathematical and technical problems, purely logical procedures from assumptions that have little or no connection with the life of sense and feeling. Even a community problem, for instance, one that relates to the best method of making a certain law effective should be omitted. The alcohol problem does include, in part, problems of this sort, as those relating to taxation.

For the word *problem* has an entirely different meaning when we apply it in the field of opinion of life and conduct. Here a definition that represents sense and feeling becomes most important; "an occurrence includes a problem, when it gives ground for different valuations," from which only one may be selected on which to build in accord with desired purposes and, above all, in accord with behavior. The problem becomes individual when opposing inclinations as to evaluation occur within one and the same individual; and it becomes *social* when different people, or different community groups, have valuations that conflict with each other.

Condensed from "The Alcohol Question as a Cultural Problem," in *Polstjärnan*, organ of Sveriges Studerande Ungdoms Hälmykterhetsförbund, the Swedish Students Temperance Association, March 16, '40.

Swedish Students Lead

Towards New Cultural Level

ONE OF THE MOST INFLUENTIAL factors in the movement of the past forty years that has made the North European countries the most temperate, as to alcoholic drink, of all on that continent, is the leadership taken continuously by university, and other students, especially in Sweden, Finland and Norway.

In Sweden the student society, S. S. U. H., is effectively active, having local groups in the universities, teachers colleges and other educational institutions. It is definitely academic, emphasizing the open-minded seeking of truth, study of the latest scientific information, and the responsibility of educated people for educational service to the liquor problem of the nation. It has permanent headquarters and editorial offices at Uppsala and Stockholm.

Attention is given to social drink customs and their influence in public, and social life. To counteract the prestige given them in aristocratic and influential circles, and to aid in establishing customs that accord with scientific truth, S. S. U. H. each year promotes an extended program of non-alcoholic social activities, music, folk-dances, out-door recreation, and natural self and group expression. It seeks to establish among the younger people of social influence a culture that stands out for its joyousness and its expression of freedom in the life of the nation.

But the central and essential conflict, one dares to note, is the contradiction between the desire for the particular lust-sensation which the use of alcohol produces, on the one hand, and disgust at the signs of degradation which the user often

exhibits, on the other, as shown by injurious results of many different kinds. It is not to be doubted that to experience the desire for euphoria is the only claim of credit that the use of alcohol possesses.

Nobody drinks to demonstrate the moral superiority of self-control, or of temperate use, or to increase income for the state. But the sensations that alcohol yield are so closely related to man's natural attempts to obtain a richer life-content, that they often overbalance the scale. The sensation of dislike,—or disgust,—toward it may, on the other hand, vary in its expression within a wide range, from plain physical disgust to moral indignation, as extreme limits.

The conflict caused by alcohol in an individual, can not be solved simply by deciding to become an abstainer, or to drink sparingly. As long as he admits that both points of view possess certain correctness, and he decides to accept one, for the reason that he must act either in one way or the other, so long has he accepted a make-shift solution of his problem. It is only when the teetotaller has come to the conviction that alcoholic euphoria is nothing but a delusion, or when the user of alcohol is convinced that moderate use does not carry with it blame for misuse, only then has a real solution of the individual's conflict been reached.

If then the problem is brought into contact with the conception of culture and is viewed as a cultural problem, one is compelled, first, to decide what he includes in the word culture, and, second, to make it clear to himself what "alcoholic euphoria," (the sensation of alcoholic pleasure) consists.

The term "culture" may be defined in many ways. I shall be satisfied to give as definition, that the level of culture experiences an upward trend, when it permits the satisfying of an increasing number of widely different necessities, without this occurring at the detriment of certain people, as of coming generations.

Such an understanding of the term culture should be sufficiently comprehensive to be acceptable to most people so that they may be willing to help build advancement on this foundation. But I must make one addition, that a culture in which one is ashamed of the "drift-life," which puts a taboo and a conception of guilt on the basic instincts of life, is, in one im-



A COLLEGE OF TECHNOLOGY, STOCKHOLM, SWEDEN

portant respect, askew. Such a conception threatens to make a cultural life impossible, producing, as reaction, unreasonable currents that are explicable, but not defensible, from a cultural point of view.

It may be considered as scientifically established that the sensation of delight experienced while taking alcohol, in the main, is to be ascribed to its narcotizing influence on the psychic senses. For this, it is at once condemned. But the objection may be made that we are in need of narcosis; that our modern life is so intellectualized that, with the aid of only a slight narcosis, we may break away from our frustrations and experience existence, as we did originally, in strange and unique ways. If against this reasoning the objection is made that the impression of more intensive feeling in life is only an illusion, since alcohol can not stimulate or intensify, the answer is made, that the illusion has its value, if it is found to be easier to live with it, than without it.

At this point in the discussion the abstainer should be able to present a well considered conception of culture, in order that his views shall not appear less free from contradictions than he believes them to be, or raise new questions. As a

starting point or postulate of value he must express his confidence in the thought of evolution, as a special prerogative of humanity; that continued development is possible into (yet) higher forms of living, and that the bringing of greater happiness is desirable. And is it not just this belief, for most people, that gives to our existence any meaning, whether such belief is clothed in the dress of religion or not? But to seek "life substance," the content of life, in narcosis indicates arrested development, resignation. The one doing it is seeking to live again memories from past ages in human evolution; he is trying to look into a country through which he has passed, but without daring to become intimate with it. His position in cultural life is "double-bottomed"; he does not wish to give up the exterior advantages of culture, but considers it an intolerable compulsion upon his natural freedom for which he tries to find distress outlets.

The non-drinker, on the other hand, if he agrees with the conception of culture at which I have hinted, puts his trust in this, that a sound life of freedom, can very well be combined with highly developed material and spiritual culture. He believes, indeed, that the soundest "drift-life" really is essential, if we are to find happiness in a life of culture. Our primitive instincts *do not at all* require expression in the form of a fermenting brew at the bottom of a spiritual life.

But looked at from this point of view, enjoyment in the use of alcohol loses all value. The longing for narcosis is seen to arise from a faulty accommodation to the cultural view. The alcohol consumer characterizes himself as a fortune hunter who has lost his way, unless, indeed, he is simply the slave of his weakness.

Bootleggers Today

The nation even after repeal is a bootlegger's paradise. Congress just voted to appropriate \$3,000,000 to block foreign bootleggers under repeal, and the Work Relief Administration is asking for \$27,013,000 to build 183 boats to combat bootlegging. More than 1,000 licensed Cleveland liquor resorts purchased their liquor from bootleggers last year. It is now costing \$632,000 per year *more* to fight bootlegging since repeal than the average cost of enforcing prohibition under the Eighteenth Amendment.—CONGRESSMAN R. L. DOUGHTON, of N. C., *Report on Congressional Appropriations*.

Liquor In Life Today

*Seek the Truth
Come Whence It May
Lead Where It Will*

Becoming Alcoholic

BECAUSE MY CASE is so typical, I will outline it briefly. I took my first drink during my freshman year at college, the night I was initiated into my college fraternity. One of the boys sold me the idea that it was the thing to do to become a "good sport." That night was memorable. After all, one does not become a drunkard over night. I was a "social drinker" all during my college days. I had many good times and suffered to some extent the morning after. At the time, it never occurred to me to drink in the morning. I could not bear the sight of the stuff. I do not think it affected my scholarship much. In any event, I graduated, not brilliantly, but I did get my degree.

After college, I began to drink more frequently and also to consume a greater quantity at one time. It was about two years after my school days that I took my first drink in the morning. . . . I can see now that this morning was the beginning of the end. . . .

I have tried all methods. I have decided that I will drink beer only. This results in one of two things—either I force myself to drink enough beer to get drunk, or I tire of this procedure as too slow and change to whisky. I have tried the "wine wagon" with the same results. I have found that alcohol is alcohol, no matter what the medium used, and that enough of it is definitely intoxicating.—ANONYMOUS, "Can the Alcoholic Become a Moderate?" *Sci. Tem. Jr.*, Winter, 1938-39, from *Mental Hygiene*, xxiii, No. 1.

Results of Illusion

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One of the tragedies of the world today is that many men who are in positions of power and responsibility, which should enable them to effect a rapid solution of the world's problems, have their vision blurred by the smoke clouds of personal habit and, as they sink down into comfortable armchairs to remove the worries of the day by regular doses of alcohol, they begin to feel that after all things might be worse.—CECIL HEATH, in Malins Memorial Lecture, *International Record*, London, Apr., '40.

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Then and Now

"Not one-tenth of one per cent of the college youth know the taste of beer," said *Brewery Industry* in 1932 at the end of national prohibition. Today, under repeal, beer constitutes 92 per cent of the whole

liquor business, and a recent survey published in *Life* stated that 62 per cent of the youth between the ages of 16 to 24 were users of liquor in the cities where the survey was made.

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Can They "Soft-Drink" Beer?

Gentlemen . . . you can never succeed in separating beer from other alcoholic beverages in the public mind. . . . No campaign of education conducted by the Brewing Industry, regardless of how extensive it may be, will ever convince the American public that beer is a soft drink and that its production and distribution should be regulated only to the same extent.—WILFORD S. ALEXANDER, Director, Federal Alcohol Administration, in address before the U. S. Brewers Association, Pittsburgh.

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Evading Control in England

It is generally believed that Parliament has reposed in the Licensing Justices a power to oversee and control the retail trade in drink. We call your attention to the fact that licensed premises over which magistrates have effective control have decreased from 84,038, in 1919, to 75,326 in 1937; but registered clubs, over which there is no effective control, have increased from 8,049, in 1919, to 16,563 at the end of 1937. The number of these clubs has doubled. We have reached a point where more than one in six of the premises where intoxicants can be obtained for "on" consumption are outside the control of the justices.—HENRY CARTER, to the Office of the Home Secretary, *New Campaigner*, London, Spg., 1939.

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Defying Control in United States

Government officials were locating illicit stills in 1939 at the rate of 200 a week, according to a report by the Federal Alcohol Tax Unit at congressional hearings last year. . . . On the basis of testimony by Dr. Wesley A. Sturges (executive director of Distilled Spirits Institute), there are 28,400 illegal bootleg distillers in operation in the United States today.—SENATOR MORRIS SHEPPARD, Senate Address, Jan. 16, '40.

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"Broadmindedness" Is What?

It is a fallacy of the most dangerous kind to attach the issue of tolerance and intolerance to a practice which destroys health, wastes time, befuddles the intellect, undermines character, disturbs the peace, and wastes money. It is not customary to tolerate disease and waste, and insanity, and stupidity—yet many people today pride themselves on broadmindedness about drinking. "Live and let live," they say.

The worst that prohibitionists predicted is coming to pass. It's time that reaction set in and particularly among college students.—*The Daily Trojan*, University of Southern California, Los Angeles.

THE CULT OF ILLUSION

(Continued from Page 196)

ister contact with reality." "The sole purpose of its use as a beverage," he adds, "is to force the nervous system to lie," to conceal realities and expand the imagination. It is humanity's most widely-used means of acquiring illusions. The culture it has developed, real enough in itself, is an outgrowth of illusion rather than of reality. Where the culture is well established and drinking is continuous, as in France, children are born and grow to maturity with little or no conception of cultural interests that are free from narcotic illusion.

"The desire for alcohol," as Professor Patrick has shown, "is common both to civilized and uncivilized man. It tends to increase, rather than decrease, with the advance of civilization in spite of vigorous and to some extent successful efforts to restrain it." It reaches "an unparalleled degree of intensity" in "prosperous countries relatively rich in comforts and luxuries. It is strong, again, in industrial and manufacturing centers among plodding and underpaid laborers. It is somewhat stronger in northern progressive races than among the less progressive southern people. It is particularly characteristic of the adult male individual, the desire being less strong in women and children. It is not an appetite in the ordinary sense of the word, as it answers to no inner need of the body so far as is known."¹

Primitive man, gathering his toxic potions in small quantities, preserved them for tribal celebrations and periodic sprees. They were used on occasions of great excitement and emotional release, after which he and his fellows went back to the monotony of their daily struggle for existence. Modern man, under greater complexities and tensions, seeking daily and continuous release, finds it in alcoholic illusion. The brain centers of savage and civilized man alike are deadened for the time being by drug action. But what of the method? With opportunity and equipment for natural satisfactions multiplied by the inventions and experiences of the ages, why do so many yet prefer a narcotic drug? Under its influence, man is generally conceded to be more of a primitive animal than when free from it. It is astounding that men and women of

high standing should fail to see the significance of their own practices on the conduct of the masses of humanity who follow without thinking the customs of the élite.

The long-time consequences of living in a cult of illusion are most unfortunate to those—vast in number—who face misfortune, unhappiness and poverty every day of their lives. They come to depend on the feeling of relief. Failing to distinguish between feeling and fact, resistance to misfortune and injustice is weakened. "If drink could permanently remove worry, most of the world would probably be more or less drunk a fair share of the time. But liquor as diversion is unfortunately overcompensated for by an intensified and morbid remembrance when a state of sobriety is regained."² This state of depleted personality is not one in which the drinker is stronger, either to take a step toward the actual relief he needs, or to resist the renewed attraction of temporary escape. The habit of evasion, established in the lives of millions by the narcotic alcohol is a serious handicap in every struggle for social justice and better living conditions.

All alcoholic satisfaction, in short, is illusion. It is unscientific, artificial, unnatural. In no way does it help to remove any source of trouble or misery. It is too temporary to be of constructive value. For vast numbers it creates a future dependence on itself.

Social Drinker's Philosophy

"To drive dull care away," age-old theme of drinking songs, may be "streamlined" in the latest popular phrase, yet remain the same in its motive of expression. Its aim is always to drive away something that interferes with the pleasure of the moment—the tied tongue of the self-conscious, the awkward hands of the inexperienced, the fear of the wall-flower, the compunctions of conscience, the restraints of culture, the limits set by ideals, morals and law—everything that keeps one in decent society from "going the whole way." The man in fear of losing his job, finds in a cocktail or glass of beer a surcease that seems to be all that is wanted.

"Good wine, a friend, or being dry;
Or lest you should be by-and-by,
Or any other reason why."³

"The cup that cheers" finds support among its friends, in the forms of unusual self-expression and feeling that accompany its use. "A life that is not a joyous one can never attain its full powers of accomplishment. So far as the moderate use of alcoholic drink serves to further these ends," writes Starling, "it must be regarded as a distinct advantage to the community as a whole."⁴

Unfortunately the problem is not so simple, for the pleasure of drink yet remains a pleasure of illusion. The whole structure of social drinking customs, songs, brilliant repartee, and the hiccoughing challenge of the sidewalk drunk are of the same basic texture, vary as they may in degree of narcotic imagination.

As a practical rationalizer expresses it:

There are no sorrows wine cannot allay,
There are no sins wine cannot work away,
There are no riddles wine knows not how to read,
There are no debts wine is too poor to pay.

—*Omar Khayyan.*

"Men drink to forget life by living for a time in comedy," wrote Booth Tarkington,⁵ after wide observation and tragic personal experience.

Problems of Moderate Drinking

The wide variation in the degrees to which liquor affects different people gives a background for the differences of opinion found everywhere as to its immediate consequences in limited amounts. Scientific investigation has not set clear boundaries as to what constitutes moderation. The indefinite zone is a field of intense controversy, a "no man's land," or every man's land, in popular discussion. Of all the recognized problems connected with "moderation," the chief is that of defining the term itself.

This difficulty leads to a host of world-wide questions: Wherein does the danger lie? What are sources of drunkenness? Can intemperance be removed? Can social drink customs, trade promotion, and liquor profits and revenue be continued and drunkenness, drink-ruined homes and intoxicated auto-drivers be eliminated? Can an individual or a nation retain the pleasures and avoid the pains of alcoholic indulgence?

Is it being done? Is there reason to expect a "new order" under which men will be more restrained than in the past? Under which only the "emotionally unadjusted" will fall? When there will be no introverts? When only a negligible few will suffer personally and society not at all?

However indefinite the danger line the scientific information about what happens when the drinker crosses it is not uncertain. It may not be decisive in all details, but its main drift affords substantial foundation for reasonable decision and intelligent conduct as to life habits and social customs.

The most serious obstacle to attempted moderation is that alcohol affects the power of self-observation, the capacity for self-criticism. The person who has had one drink is not able to judge whether or not he should take another. Scientific opinion is that he can not trust his own judgment, because of the alcohol already in his brain. "The fellow with alcohol in his system," said a bulletin of the Chicago Board of Health, "is not a good witness as to the effects upon himself. Think before you drink, for after a beer or a highball you cannot think as well." "Lack of self-control is clearly discernible in every stage of alcoholic intoxication," says the British Medical Research Council.⁶ "A point of great practical importance is that, without signs of intoxication in the full ordinary or in the legal sense of the term, the bearing and individual attitude of mind suffer temporary change."⁶

Summarizing the facts on which scientific men are agreed, Haven Emerson says: "The chief effect of alcohol, in whatever doses or concentration it may be, is upon the will, the emotions, memory, attention, thought, intelligence and judgment,"⁷ that is, upon the highest capacities of mind and personality, those latest developed in the evolution of the race and in the life-history of the individual.

"The chief effects are on the higher centers," says Starling, "so that the lower levels are released from control. . . . Any dose that carries the individual beyond the first stage must be regarded as immoderate."⁸

Heavy drinking of the stronger alcoholic beverages, is seldom defended. The liquor industries caution against immoderation even while promoting increased use by the most attractive advertising they can devise. Drunkenness has few sup-

porters, yet drunkenness is found wherever drink is used generally.

The crux of the issue is as to the highly diluted alcoholics and those of low alcoholic content. "The real problem is the proper classification of alcohol and the effect of drinks of 2.75 per cent alcoholic content, the equivalent of an ordinary cocktail, on human beings, especially upon efficiency in the ordinary activities of our daily lives.

"What does modern science teach us as to how these small doses affect the brain, the intellectual faculties, the reflexes, efficiency, accuracy; the physical and mental effects of alcohol on such practical activities of daily life as driving an automobile, running a typewriter, setting type, operating dangerous machinery, flying an airplane, driving a bus or street car, playing golf, or any one of the thousand and one activities of modern commercial and industrial life? In other words, the message of modern science to modern youth is not about drunkenness."⁹

What Is Moderation?

Recognizing the serious dangers connected with heavy drinking, the practical question comes, where do they begin? Is there an amount so moderate as to be safe? Are there conditions under which intoxication may be indulged without risk to self, family or society?

A scientific answer to these questions will take into account the age of the drinker, his heredity, and his nervous make-up, the most important personal factor. It will recognize that there are many other factors, such as the variety of liquor, the quantity consumed, the frequency of use, the dilution or condensation of alcoholic content; the "tolerance" of the individual, his race, nationality and the climate in which he lives; whether the alcohol is taken before, with, or after meals; whether taken after the day's work, or before or during working hours; whether it is taken when the nervous system is exhausted, or under strain, the times when it is most desired, or when, free from all restraints, one is better able to withstand its effects. It must also be taken into account that a larger amount of alcohol is required to stir a man of brawn than one of brain; that a drink so small as to be negligible in outdoor physical life will seriously disarrange the control and judg-

ment of one doing discriminating, creative work; that where skill of hand or eye, quickness of reaction or coördination, or accuracy of judgment are concerned, there is wide difference in the amount that will be injurious in comparison with other individuals who do not need or do not possess these high qualities.

Can Moderation Be Continued?

Because alcohol affects the ability of the user to discriminate, it is very difficult for him to determine for himself a standard of moderation and stick to it. If he finds a limit beyond which he should not go, he finds also that when under the influence of alcohol, he is unable to apply his standard. As Miles shows:

"Mental decrement may not be readily observable. This is the reason why the question of the effects of moderate doses is so often under dispute. But if conditions permit a quantitative scoring of performance ability, with practice and motivation fairly well controlled, some slowing or clogging of mental processes is found to be typical of the performance of most people even after what is considered moderate and properly placed alcohol ingestion. The intellectual output suffers from the fact that the drinker so commonly fails or is faulty in his mental work of self-checking."¹⁰

It is difficult to define moderation for any one individual and wholly impossible for a group. The question is one of risks and of the ability to take them. The outcome can not be predicted; there are too many contingencies—too many interacting conditions and influences. The example and pressure of companions, social surroundings, moral standards, have much to do with it. These constitute finally the decisive factor rather than the alcoholic content or relative dilution. While the outcome in a particular case can not be predicted at the beginning, social statistics and experience make certain that vast numbers do not remain moderate through life. They gradually increase the amount of their indulgence and become casualties, degraded to a lesser or larger degree.

The question becomes one in the interpretation of values—of choices to be made before the desire for alcoholic satisfaction has been aroused or has grown strong. Considering the immense amount of known and unnecessary suffering in soci-

ety due to liquor, and the availability of many new as well as old alternatives—music, movies, autos,—what is to be gained by taking the risk? Why try to define “moderation” in alcoholic intoxication? Why be anxious in seeking that *narrow line at which alcoholic narcosis may be a safe indulgence?*

Source of Supply

Out of the social tradition of alcoholic pleasure and emotional release, there has grown through the ages a gigantic industry of supply. It is an industry in a quick and cheap means to a scientifically questionable form of enjoyment. The liquor traffic exists to enlarge and profit from emotional release by narcotic drug action. It provides an easy means to the evasion of reality for the millions susceptible to its lure; all that have worries, fears, inferiorities, introspections—the overwhelming mass of humanity. Even the best balanced personalities at times, are unusually susceptible to its attractions.

Challenged by scientific knowledge, because of this character of its product, and its far-reaching social consequences, this industry seeks, by high-powered advertising and promotion, to retain the place it held in less progressive days. It is not under any delusion itself as to the unnatural source of the economic demand for its product and its resulting instability in intelligent public opinion.

Is Dilution a Way to Solution?

The generous use of low-content liquors, has been proposed as a way to divert indulgence from those recognized as “hard,” both in content and consequences. With distilled spirits there is a tendency toward heavy drinking that is not overlooked either by the friends of alcoholic pleasure or its opponents. Sustained moderation is difficult for many and impossible for others.

To help meet this situation, and at the same time retain alcoholic pleasures for those who seem able to endure it, the use of milder alcoholics, especially “light wines and beers” is often advocated.

But with intoxication and its social burdens as extensive as they are, the least criticism of the milder alcoholics that may be substantiated scientifically includes the following of social importance:

1. They start and cater to a mass trend in escape psychology, in artificial release motivation. They encourage habits of depending on alcohol for the sense of good feeling and freedom from restraint. Once established this dependence is enlarged by social custom and exploited without limit by the trade in its urge for gain.

2. Popular use of the milder alcoholics strengthens the social convention of "drink" and keeps the tradition going from generation to generation.

3. Frequent experience for many becomes a steady march toward addiction.

4. The narcotic custom—mild or strong—sorts out those to whom alcohol is particularly injurious and adds their care to the burdens of society.

The Initial Stages—and the Later

The easy way in which alcoholic pleasure is acquired, the sense of self-importance, and the relief from restraint that it gives are quickly recalled whenever opportunities for their renewal arise. With repeated experience, the desire for its peculiar attractiveness tends to increase, becomes the basis of a habit. As time passes and the desire for vivid sensations continues, it is increasingly difficult or impossible to determine where moderation ceases and excess begins. From the initial experience there is often—and usually with people of keen emotional and nervous temperament—a gradual growth in dependence upon it. Once an exceptional luxury, by imperceptible steps it becomes a necessity.

The first experience with the "kick," ordinarily, is at the invitation of associates. The desire to be a "good fellow," to not be a "wet blanket," the suggestions of fashion, the pressure of the crowd, conscious and unconscious, lead to the first few drinks. After that another factor enters, the newly-created desire for the sensations and the sort of freedom that it seems to give.

Once a beginning has been made, the desire seldom or never decreases. Often it grows into a life habit that demands increasing quantities or more frequent indulgence if the gratifying effect is to be obtained. The usual course is one of increasing desire. It is seldom the intent of a beginner to go to excess, but, as a French psychiatrist, Dr. Legrain, has said,

"Moderation in the use of alcoholic drink is a subtle danger which one cannot sufficiently distrust. One begins with beer and finishes with spirits."¹¹

The convivial drinker, desiring attention, gains in drink what he feels is brilliancy and an increased sense of self-importance. He is lured from one drink to another by these sensations. His "nuisance value," if not his ability, gains for him the attention he craves. By repetition and continuance, he comes sooner or later to a lowered state of resistance, "a feeling of inevitableness, a certain callousness to the world and its opinion." As a means of acquiring a better-than-usual personal feeling, alcoholic beverages can not be considered apart from this tendency. This alone is enough to make them socially dangerous.

"Alcohol is a very powerful habit-forming drug. A multitude of influences in environment will lead the victim to the bar or the speakeasy for the first few drinks. There is a deep-lying law of his own nature that will keep him chained there. It is the law of habit. . . . The habit-forming power of alcohol may be partly due to certain physiological effects of the drug But there is a deeper psychological explanation. . . . Intoxicating beverages furnish the easiest and cheapest means ever discovered for escape from reality into the lighter and freer world of one's fancies."¹²

It is significant that through a century of temperance activity in the United States and Europe, the main argument used is this probability of starting a narcotic desire. Two generations and more ago the objective of temperance effort was not as much the saloon as it was the habit that men acquired at the saloon. The accessibility of abundant and varied liquors, the pressure of the saloonkeeper and the traffic, the treating custom and saloon companionships were opposed because they helped establish steady drinking that grew until it dominated lives. From observation of this annual crop of drunkards a generation grew up with the conviction that no solution to the problem of intemperance could be effective as long as the habit continued to be exploited.

Experienced drinkers readily acknowledge that there is real danger of becoming too dependent on alcohol. With some this condition follows the first few drinks, even when they are of

low alcoholic content. With others it develops only after heavy indulgence in strong liquors; with still others, only after years of steady drinking. It seems never to be fully absent where liquor is regularly used.

The danger signals, as described by Meyer, include dependence on drink to avoid discomfort, a feeling of need for a stimulant, a craving to forget one's self or one's burdens, difficulty of sleep and a desire to dispel bad feelings or diffidence by resort to more alcohol.

These danger signals are little more than carefully observed marks of ordinary "moderate" drinking. They are unrecognized as dangers since "self-observation of the effects of alcohol is deceptive, because alcohol reduced the range and quality of it."¹³

Reality or Evasion: Which?

A prime thesis in mental hygiene is that to be mentally healthy one must be free to face the situation as it is. He must walk right up to the disagreeable facts of life and decide what, if anything, can be done to counteract them. The opposite course, the road of avoidance and evasion, is the road to illusion, frequently leading to self-deception and insanity. Only when realistic may one be scientific and actually on the road to solution of his ills.

Applied to social custom, such as the wide-spread resort to alcoholic pleasure and release, what may this principle suggest? In the light of modern mental hygiene, how may the practice of seeking liquor pleasure be evaluated? What are the larger, wider-reaching facts in this whole controversy of ages concerning intoxication and the liquors that produce it?

Among the basic motives back of "drink," personal and group, is the desire to obtain pleasant feelings. Of the state of euphoria, Haven Emerson said, "It is an exaggerated feeling of temporary well-being due to loss of the usual consciousness of responsibility for oneself and due regard to others."¹⁴

Other drinkers, not content with the milder satisfactions of euphoria, seek the state of illusion and fantasy. The effect most commonly sought is a change of sensations—from little pleasure to much, from petty irritations to good feelings, from fear to fearlessness, from worry to elation, from the hardship of reality to a dream world. All these motives for drinking

are based on alcohol's deceptive narcotic power. Begun as a means to an hour's pleasure, they gradually reorganize the thought patterns of the individual around an escape motive instead of the healthful facing of reality.

Alcoholic culture in modern life, as among savages, or during the drunken period of early England, is a culture of evasion and delusion. It caters to, and makes possible in gigantic multiple form, a national cult in the avoidance of reality. It popularizes, even glorifies, the mental state of make-believe, the culture of childhood and of the childhood of the race. As a culture it perpetuates and exalts a philosophy of childishness. It is an appeal to and expression of the primitive and the infantile, whether in the drinking individual, at a drinking party, a dinner for "old grads," among "the upper four hundred," or with politicians and officials. It may be and often is restrained, but never real. In hard, scientific fact, drink motivations differ only in outward form. Those of the most refined socialites are not basically different from those of "smoke" drinkers in the back rooms of Bowery joints.

As a culture, alcohol offers a social road of escape that is too easy. It brings its delusive opportunities for evasion to youth with the powerful suggestion and pressure of social prestige. A typical example of the spread of its "bad psychology" among the younger people of the middle classes, and of how its cultural pressure operates in every-day life, is given by Prof. Albion R. King, as follows:

A high school girl, on an exciting day in her experience, is invited to a social function by the most eligible young man in the community. He has money, social influence and has been away to college; he has seen something of the world. The girl, with none of these experiences, is all a-flutter, ill at ease at the party; conscious of herself, her hair, her clothes, her feet. Sympathetic and understanding, he says to her, "this will make you feel better." It quiets her excitement; she forgets herself, enjoys the dance, is free to be herself—the self she has longed to be. She has a spontaneous good time. The next time she drinks with less reluctance and soon becomes glad for the aid. At last she comes to depend upon the prop.¹⁵

Facing reality, one may learn the natural road to the relief needed. We all seek the aid of healthful means toward over-

coming the inefficiencies and hardships that have to be met. One who acts intelligently, not evasively, gains the strength that comes from conquering difficulties. But doping with alcohol, that soothes and depletes the very brain centers needed to combat the situation, side-tracks the desire to find the normal means to that end. It shifts the motives from the conflict against life's ills to the seeking of exotic illusion. Such a habit, established in youth, is devastating to the personality and life.

Established among the prestige groups of a nation and imitated by the millions, it is a cause of unlimited national inefficiency and corruption. For the sense of freedom it gives "is attained at a sacrifice of those very qualities of mind upon which man's distinction from the brute depends."

Becoming Realistic

The question of alcoholic drink finally has a meaning that goes far beyond the particular form of personal or group pleasure of an evening. It is well expressed by Dr. Courtenay C. Weeks: "Alcohol allies itself only too easily with all the things which undermine the moral and physical integrity of national life. It is responsible for a vast amount of broken life, which can never be stated in statistical form. Modern science is constantly revealing the danger of even small doses of alcohol—the so-called physiological dose. Is there really such a thing? Is not its action always in a pathological rather than a physiological direction?

"For many of us the evidence accumulates until we hesitate to say that it is ever physiologically harmless.

"Be that as it may . . . our appeal is not fundamentally to personal physiological safety, but to public service, an appeal to 'give' to the larger well-being of national life, to protect youth and childhood from the recurrent dangers of custom and tradition."¹⁶

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Classification of Alcohol Addicts?

A psychiatrist of Johns Hopkins University, Dr. Robert V. Seliger, makes the following classification of alcohol addicts:

1. The individual who desires to abstain but who is unable to do so by himself yet whose life habits and contacts are not bad; whose intelligence is good and who has some maturity in his make-up.

2. The individual who desires to abstain but is unable to do so by himself, who has poor habits and contacts, good intelligence and some maturity in his make-up.

3. The individual with good intelligence but with rather immature make-up who should abstain but does not desire to do so. This class usually has poor habits and contacts.

4. Those who have reached the stage of Korsakow's psychosis and alcoholic deterioration.

5. Individuals with delirium tremens.

6. Feeble-minded individuals with a history of repeated commitment to the workhouse or house of correction.

Children in the Homes

Dr. Taav Laitinen, Finnish Child Specialist, declares after careful and extensive research, that the mortality among children of abstainers in Helsinki is 16.45 per 1,000; among children of moderate drinkers, 21.17; and among children of immoderate drinkers, 32.02.—Report from Helsinki, Finland, March 18, 1940, in *International Record*, London.

Shall Youth Be Made Beer Conscious ?

British Economists Ask

WE, THE UNDERSIGNED, view with the gravest misgivings the intensive drive which is being made to make the young men of today "beer conscious," and to acquire a beer-drinking habit, where his present environment has allowed him to grow up and be happy without any such taste.

—Sir Josiah Stamp, Lord Arnold, Viscount Snowden, Sir George Paish, W. A. Bone, John A. Hobson, Robert Richards, W. Hamilton Whyte, in formal protest against a 1934 beer-advertising and national promotion campaign by the brewing industries of Great Britain.

Cornell College Offers Course On Liquor Problem

A SPECIAL SEMINAR in ethics which deals with alcohol education, a course designed as special preparation for teachers, lecturers, and writers who are interested in that field, will be offered at summer school at Cornell College, Mt. Vernon, Iowa, this year.

The seminar will be under the direction of Albion R. King, Ph.D., writer and lecturer who has specialized in the alcohol problem, from a standpoint of psychological and personality problems. In coöperation with J. B. MacGregor, Ph.D., professor of psychology, certain experimental work will be undertaken and the literature of scientific alcohol study surveyed. A correlated course in psychology of personality will be under the direction of Dr. MacGregor.

The term lasts for five weeks beginning June 10, and offers six hours of academic credit.

I have read "Alcoholic Culture" and consider it a most sane approach to the present liquor situation. Your last paragraph outlines the future plan.—E. W. ROUSH, Lindsey, O.

A Study Of Propaganda

In the Repeal of Prohibition

THE REPEAL of national and state prohibition and the change in attitudes of a large part of public opinion that preceded it, offer an outstanding field for the study of propaganda. This field, as time has begun to permit the cooling of the controversies of that period, has called increasingly for investigation — for a comprehensive survey of the part taken by propaganda, especially propaganda of questionable character, in the realistic, factual way that is necessary to create a sense of confidence.

This job has been undertaken, and with results that are astounding, in vividness, realism, and factual information, by Fletcher Dobyns, in "The Amazing Story of Repeal," just issued by Willett, Clark & Company of Chicago.

Following his curiosity to know how a structure that had been a hundred years in building, could be overthrown in a very few years, Mr. Dobyns, lawyer, former prosecuting attorney of Chicago, author of "The Underworld of American Politics," after ten years of special study of liquor propaganda, has brought out a factual study that demands the most serious attention.

Outlining the subject under two parts, "How Repeal was Put Over," and "Repeal Propaganda," this 457 page book brings out the history, technique, and processes of "the art of propaganda," as applied to this question, as it reached its full maturity after the first world war.

This study has been needed for years. Its appearance at this time is exceedingly strategic. The power of propaganda to move nations now stands out in stark reality. It is time that the public of today had a better chance to see for itself the operation of the forces, both for and against the cult of liquor, as these actually functioned before, during and after the prohibition period.

"This quiet, factual, well-documented and absolutely devastating" book the *Chicago Daily News* reviewer calls "the most sensational" of the year.

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Twenty-five years hence the quality of individual living will be determined quite as much by the kind of world in which people live as by any qualities individuals may possess. Too long the fruits of education in this country have been private and personal rather than public and social.—PROF. NEWTON EDWARDS, Education, University of Chicago.

FORM FOR BEQUEST

TO THE PERMANENT EDUCATIONAL WORK of the Association among the colleges and students of the United States—

"I give and bequeath to The Intercollegiate Association for the Study of the Alcohol Problem, the sum of"

The Association is incorporated as a non-profit organization in the District of Columbia, Washington, D. C., with offices at 100 Maryland Ave., N. E.

PURPOSES: "To promote education on the problem of alcoholic drink in modern society; to encourage colleges to take the leadership in such education; and to enlist students, faculty members and alumni in constructive service toward solution of the problem."—*From the Constitution.*

"New Understanding" Monographs

ON THE LIQUOR PROBLEMS FACING YOUTH AND INFLUENTIAL SOCIETY TODAY

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The SIX MONOGRAPHS,—50 cents; 12 sets, \$6.00

THE INTERCOLLEGIATE ASSOCIATION

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OCTOBER
1940

THE
INTERNATIONAL

STUDENT

OF LIQUOR IN LIFE TODAY

In This Number . . .

THE CONTRIBUTION OF THE COLLEGE

—Developing Leadership

SHALL I DRINK?

—A Scientific Answer

RETHINKING THE LIQUOR PROBLEM

CONTACTING LEADERS IN COLLEGES

ONE IN FOUR OF FATAL ACCIDENTS

"INTOXICANA"



GRAY CHAPEL, OHIO WESLEYAN UNIVERSITY
DELAWARE, OHIO

v.38
1940/41

THE INTERNATIONAL STUDENT

OCTOBER, 1940

Vol. XXXVIII, No. 1

HARRY S. WARNER, *Editor*

Program For 1940-41

1. Seek the Truth fearlessly, wherever it may be found.
2. Promote study, discussion and instruction on the Liquor Problems of Today in colleges and all educational institutions.
3. Encourage college faculty members and students in taking Leadership in such education in the community and the nation.
4. Examine conventional thinking, assumptions and social customs.
5. Give attention to the social and welfare aspects of the problem—to the *concern that sees beyond self and group* to the welfare of society.
6. Aid in the enlisting of a renewed educational leadership in the struggle toward solution of the problems of alcohol in America and the world.

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Contribution of the College

In Developing Anti-Liquor Leadership

By HERBERT J. BURGSTAHLER
President of Ohio Wesleyan University

THE *NEWSWEEK* of September 2, 1940, says: "The Vichy government last week called alcoholism the chief cause of the French Army's moral collapse and the worst of France's four present great problems. The other problems, according to their version, weren't the Germans but were tuberculosis, cancer and syphilis. The French-



DR. BURGSTAHLER

man was said to have become the world's heaviest tippler, imbibing an average of two and a half quarts of alcoholic beverages a week, compared with the German's pint and a quarter and the Briton's three quarters of a pint. The Petain régime therefore decreed a modified prohibition, banning the sale of all drinks containing more than 16 per cent alcohol—except for brandies and liqueurs—and limiting the public consumption of those to a small glass after lunch four days a week."

Realizing its failure, France is now enacting anti-liquor laws. This is something unique for France. It took a catastrophic war to bring France to a realization that Marshal Petain was right when he said after the war was lost, "Since 1918 France has been more concerned about pleasure than about sacrifice."

In the United States we have not yet faced the reality of our own situation. Dr. Herbert Ludwig Nossen in an article entitled "They Walk Again," in the *North American Review*, Summer, 1939, made this statement:

"The unhappy fact is that the United States is confronted with a steady increase in excessive and uncontrolled drinking,

in almost all age groups from adolescence onward. Statistics dealing with drinking and intemperance in this country are not always scriptural, but there are certain figures that are incontestable, that we may consider trustworthy: for example, the mounting registrations in public and private alcoholic wards and sanatoriums, and the very substantial increase in the annual production of spirituous liquors (valued approximately at \$6,000,000,000 in 1938)."

A Reawakening in America

The first problem confronting the American people is a reawakening of her citizenry to a realization that we cannot continue the use of alcoholic beverages and remain a strong, vital, mentally alert, and creative people. Democracy imposes upon her citizens the unusual responsibility of subjective authority; that is, every citizen becomes a king or queen, determining the policy of his nation through his vote and through his influence.

If the majority of our citizens, by becoming slaves to intemperance, lose that dignity of personality which is the inherent right and responsibility of citizens in a democracy, the fibre of our democratic life will be weakened.

We are proud of our American creativity. We have led all nations of the world in the developing of new forms of industry and in raising the standard of living. This will not continue if the dignity of human personality is lost through the surrender of self-control because of the use of alcoholic beverages.

Recently we have appropriated eleven billion dollars for defense measures in order that we might face a possible foreign enemy. However, in the liquor traffic we have an enemy at home. This enemy is causing the premature death of men and women in numbers far in excess of any death toll caused by military encounter. But for defense against this deadly enemy we are not appropriating billions; indeed, we are not appropriating a cent.

The difficulty today lies in the fact that America does not realize the presence of this enemy in her midst,—an enemy infinitely worse than "The Fifth Column." The problem we confront, therefore, is to arouse our American people to the danger of this enemy, present here and now.

Start With Youth

The totalitarian governments are teaching us one essential lesson, namely, that if you are to change the thinking of a nation, you must start with its youth. It will be impossible to arouse much of the adult leadership of America from the lethargy of their thinking and subsequent actions. Nevertheless, there is a large contingent of men and women, many of them young and many of them older who have seen in the lives of those around them the disastrous results of the use of alcohol, and this group is convinced of the viciousness of alcoholism. The problem is to mobilize this group into an effective organization which will approach the question from the standpoint of modern educational methods.

Propaganda is important. However, more important even than propaganda are those educational procedures which present the results of the use of alcohol from the scientific standpoint. Through the Church schools, through the public schools, through the movies, through the press, and through every possible educational device, there must be presented the deadly consequences of the use of alcoholic drinks on the basis of scientific data and proper psychological methods.

Furnish New Leadership

The leadership of tomorrow must be dynamic, creative and carefully trained in the modern techniques of developing public opinion. There has developed a vast change in the psychology of the American people. "Billy Sunday methods" will not work today. Mass meetings to arouse public opinion would be tremendously effective if such aggregations of people could be gathered together, but to call a meeting to discuss methods of fighting the liquor traffic results in bringing together only a corporal's guard of the "old faithful." The young men and women of college training, familiar with the psychology of today, and capable of applying the modern techniques in the development of public opinion, must be the leaders of tomorrow in this great crusade.

Develop Student Convictions

College men and women are essentially idealists. They "dream dreams and see visions." They are inherently cru-

saders. When challenged by some mighty cause, they will respond to that challenge. When the "eternal Whisper" comes to them, they will "go across the mountains."

It is essential, therefore, that these splendid young men and women who have in them Sir Gallahad qualities, shall be inspired to accept this tremendous challenge to serve in perhaps the most important war of tomorrow against the dictator "Alcohol."

Colleges Must be "Dry"

The total campus experience of the university or college constitutes the education received by the student. The way of life on the campus is a part of that education. It must be respectable to be decent on the campus if constructive characters are to be developed in students.

The use of alcoholic beverages by students, on the campus or off the campus, must be prohibited. The college life must set the example of a community that will not tolerate alcohol in any form. This is the first imperative if the student is to learn that drinking as such, has the social taboo of the institution.

Unfortunately, today drinking has the social approval of the State. This makes the problem increasingly difficult, but if the campus life is such that during the four years of the student's life, he realizes the advantages of living in a community where sobriety is a virtue, he will have impressed upon him the first institutional lesson that a community can obtain far more happiness without cocktails than with them.

If Violations Occur

Few colleges go through the academic year without some violations of the rule against the use of alcohol. What to do with these violators is a decision which a college must handle firmly, but always with "the milk of human kindness." One of the most important educational procedures in a college is to insist that its rules and regulations which have been accepted through years of experience as definitely for the best interests of the students, must be carried out to the letter.

What attitude will be taken toward the violators of the rules against alcoholism and what penalty will be imposed upon them? The college dare not equivocate in answering these

questions honestly if it is to maintain the respect of the students themselves and develop the right kind of student attitude toward the use of alcoholic beverages.

Student Participation in Government

The students themselves must participate in the government of the college. They, with faculty members, as a Council will be asked to determine the proper procedure toward those who violate the rule against the use of alcoholic beverages. After thirteen years of experience with this form of student government, I have discovered that students themselves mete out justice in a marvelous way. They can be depended upon to do the right thing if they have convictions upon the issue involved.

Far more important, however, than determining the question of what penalty shall be imposed upon the student who violates the above rules is the effect upon the students themselves. These students on the Advisory Student Councils are now assuming heavy responsibility. They are judges and they are the court. They must come to a definite decision as to the rightness or wrongness of the conduct of the student before them. In facing this problem realistically, they have burned into their consciousness the gravity of their problem and through this, they develop the convictions which are essential if they are going to become leaders in the future.

Developing a Student Mind

The effect of the Student Council facing the issue as it actually exists and coming to grips with it as judges and jury, is salutary upon the student body itself. The Student Council is elected by the students and represents them. Their decision becomes the decision of the entire student body. Obviously, the Student Council tries to discover the mind of the student body and in the discovering of this mind there is much conversation about the problem which they are confronting. If there are 600 students, all of them will discuss this issue. There is no better educational procedure to inculcate in the mind of the entire student body first of all, the gravity of violating its own rules, and secondly, the effect upon the persons who violate the anti-liquor rule.

Faculty Member's Contribution

The faculty members in our colleges must be chosen with a clear understanding that they dare not, themselves, use alcoholic beverages. They lend powerful influence that will make or reshape the lives of those students entrusted to them.

Not only must the faculty itself believe profoundly that they must not use liquor, but they must weave into their teaching by processes of indirection the evils of alcoholism. Direct courses on alcohol and its effects will be far less valuable than to have the entire institutional faculty mobilized to plant in the consciousness of the students, lessons which impress themselves so indelibly that there will finally come forth in these students great convictions against the use of alcoholic beverages.

Student Contribution to Organization

Every campus ought to have an organization of students which studies the problem of the liquor traffic. One of the greatest lacks today is familiarity with the effects of the liquor traffic upon the American people. Unless there is a group of students sufficiently interested in this movement to organize for the purpose of study, an intelligent understanding of the problem will not be developed.

This organization should not, however, confine itself merely to study. It should sponsor definite efforts to educate the rest of the student body. This can be done through chapel programs, dramatizations, debates, panel discussions, oratorical contests, themes in the Department of English, statements in the college paper, and conversations in fraternities, sororities, dormitories and other groups. Every movement must have sponsors. This movement should be sponsored by an organization which will constantly keep before the entire student body the problems of the liquor traffic.

Conclusion

To sponsor today this unpopular cause is the greatest challenge before the American colleges. Likewise, one of the greatest opportunities of these same American colleges is to choose the men and women who will be the leaders in the crusade against this great enemy in American life which may do for America what it did for France.

Shall I Drink?

A Scientific Approach to an Answer

By HAVEN EMERSON, M.D.

UNTIL THE LATTER part of the nineteenth century there was not an exact knowledge of the actions of alcohol on man which permitted the creation of a sound medical and public opinion as to its suitability for beverage use by human beings.

First among the facts of this new era of science was that alcohol is a depressant, narcotic drug and not a stimulant in any rational sense of the word.

Next was the evidence that alcohol could not serve the purpose of body-building or tissue repair foods, and that even as a fuel in the body its property of energy development was of limited value because it cannot be stored or held until needed in the tissues as can the true fuel foods such as those derived from starches and sugars.

Again it was proved that even if alcohol taken with usual foods could develop heat and energy in the body, there is always the toxic or poison effect which makes its use for food purposes strictly limited and decidedly undesirable.

Further precise tests on human performance of a wide variety of occupations, sports and physical tests made it clear that the healthy individual is benefited in no way in any of the functions or structures of his body by the use of alcohol.

Within the past twenty years elaborate tests of the effect of alcohol in amounts well below those accepted as socially permissible have proved that even in such small amounts as to be unnoticed by the drinker the life-guarding nervous reflexes upon which we constantly rely for safety and protection against injury are delayed from 6 to 10 per cent.

Summary of an Address by Dr. Haven Emerson, College of Physicians and Surgeons, Columbia University, and Editor of *Alcohol and Man*.

Lastly, in 1924, a study of alcohol and human efficiency disclosed the long suspected evidence that every process of mind and body is deteriorated and becomes inferior in quantity, quality, endurance and precision after the use even of such beverages as the beer declared non-intoxicating and permitted by the Congress during the period of federal prohibition.

"It is the evidence of the medical sciences which has created a powerful and growing public opinion against the use of alcohol. While it is true that some adults of vigorous physique, mature in mind and body and with sturdy character and well controlled emotions and impulses can use alcohol with their meals in what is called moderation without doing any apparent damage to themselves, their offspring or to their fellow beings, it is equally true that complete abstinence from alcohol is not only consistent with good health at all ages, but is indispensable for the young, the immature, the irresponsible, reckless and unstable, and for those who are likely to be called upon in their work or way of life to carry serious or emergency responsibilities.

Understanding of the facts about alcohol as it affects man is the necessary basis of private conduct and public morals. Such knowledge will make legislation either unnecessary or unopposed. Abstinence is the best personal contribution each of us can make to total and permanent discontinuance of the liquor trade.

NEITHER SCIENCE NOR MACHINES are responsible for the ills of civilization. Man alone is accountable for his troubles. . . . In an environment preventing his organic and spiritual growth, man has deteriorated. He has become too weak to control himself, or his institutions. Modern society has practically failed. To escape this prevalent disorder we must learn to control ourselves and our environment.

—DR. ALEXIS CARRELL,
in a recent address at Dartmouth College.

Rethinking the Liquor Problem

By ALBERT W. PALMER

THIS IS A STRONGLY intoxicated age. Some people are drunk with the raw and dangerous whisky of power. Some are nauseated with the bitter beer of fear. Some are staggering through the sweet and seductive wine of prejudice, and all of us, I suspect, are more or less falsely exhilarated by the sparkling and alluring champagne of propaganda. Further intoxication through the use of alcohol would seem unnecessary.

Some Do Not

Why do people drink? Well, frankly, some don't. Ministers, as a rule, who value their reputation and standing, even if they have no other convictions, find it wise not to drink. Aviators do not drink when on duty. You can depend on that when you step into a commercial airplane. The men who operate our railroad trains do not drink while on duty. Only once have I ever smelled liquor on the breath of a Pullman porter and I travel continually. The club car of these new, streamlined trains, with its bar and liquor selling ought to have a sign:

"For the comfort of those imbibing alcoholic stimulants in this car, this railroad assures you that the men who are responsible for your safety in running the train are not allowed to patronize this institution."

Arctic explorers no longer drink. Alcohol is too dangerous in making people think they're warm when they're not. I understand the modern high pressure dictator does not drink. Finally, employees in the best distilleries are not allowed to drink, at least while on duty. A whisky breath means discharge even though the whisky is made in the distillery where the man is employed.

Condensed from an address by Dr. Albert W. Palmer, President of Chicago Theological Seminary; published in *The Union Signal*, Evanston, Illinois, Aug. 24, 1940.

Why Some Do

But, the question—Why do people drink? Some drink because they like the taste or to quench thirst. Some drink under social pressure. They don't want to be conspicuous by not drinking, and it is so much simpler to follow the crowd. A third group drink to relax the tensions of life. They feel that a little liquor gives a glow of well-being which leads to sociability and helps in relaxation. This is true, but it is not the whole story as I shall show later. And, finally, a fourth group drink as an escape from some kind of misery, usually mental distress.

So, why not drink? If alcohol can do all these things, why not welcome it as a benefactor of the race? There is no reason unless, and I am thinking of that "UNLESS" in capital letters, you really know what alcohol can do to you.

It can get you drunk. When a man is drunk his personality is out of control. Alcohol has thrown out of gear certain restraints which ordinarily establish conventional behavior. The man who is drunk sometimes makes a fool of himself; he may be very amusing but the result is not always humorous, as those of us know who have had experience trying to quiet people who are vociferously drunk. In Haven Emerson's *Alcohol and Man*, Walter R. Miles, Professor of Psychology at Yale University, has tabulated in graphic fashion the various steps of inebriation from the first pleasant glow to the stage when a man is down and out and may die from the effects. The tragedy of drunkenness is that as it proceeds the threshold of inhibition is lowered,—if a man starts drinking, there is no telling when or how he will stop.

In these varying degrees, drunkenness is simply progressive benumbing of the fore-brain which alcohol seems to affect most of all. This part of the brain is the seat of our finer discriminations. From it are directed those activities which are among the later achievements in the long evolutionary process. Intellectual and moral standards are governed in this delicate and precious part of the human anatomy. The fact that alcohol affects this part of the brain first is the secret of its allure-
ment.

(Continued on Page 29)

Contacting Leaders

Of College Students and Groups

By **HARRY S. WARNER**

MULTIPLYING many times its usefulness in proportion to its financial resources, the Intercollegiate Association, during the year 1939-40, has:

(1) Created a series of ten "New Understanding" monographs in which the philosophy of the anti-liquor movement is being re-written in accordance with recent developments in psychology and sociology;

(2) Doubled the circulation of *THE INTERNATIONAL STUDENT*, wholly in high schools and colleges;

(3) Extended the services of its *NEW EDUCATIONAL MATERIAL*, to 5,400 public high schools, in every state in the United States;

(4) Enlarged and balanced its budget for the first time in seven years; and

(5) Reduced the obligation, now a small one, that remained as a result of repeal reaction and the financial depression of seven or more years ago, and the failure of friends to pay their pledges after those events.

Spread of the New Program

With the end of the college year, June, 1940, the Association is making, through its publications and those of the Methodist Board of Temperance, which regularly uses our new educational material, an average of 87,000 contacts per month, 1,044,000 per year, almost wholly among the leaders of young people and students, the coming leaders of public opinion in churches, colleges and high schools.

Of this total, more than 10,000 per month, 70,000 in the school year, are wholly among key leaders of groups and organizations, coöperating professors, college deans; Y.M.C.A. and Y.W.C.A. secretaries; Directors of Wesley, Westminster, Disciples and other foundations maintaining reading rooms and houses for students; college pastors and their student as-

sistants; the libraries of all colleges, universities, teachers colleges, junior and other colleges; and, with the coöperation specified hereafter, reaching regularly the libraries of the high schools in all the cities of 2,500 population and over in the 48 states and the District of Columbia. The wide sweep of this program is accomplished, mainly by means of *THE INTERNATIONAL STUDENT*, supplemented by up-to-date pamphlet publications and the occasional services of student secretaries among college groups. All of this work has been done within that very special and strictly select group of coming leaders that constitute the special field of the Intercollegiate Association for Study of the Alcohol Problem.

During the four years ending June 30, the Association has made a decided beginning in a new program of education on the problems of alcoholic liquor. This "New Approach" is unique in the whole movement for temperance, not only in the United States, but also in all other countries in which alcoholic beverages have been seriously questioned.

"New Approach" Program

Under the realistic challenge, "Seek the Truth, Come Whence it May, Lead Where it Will," the Association appeals to students and their instructors in colleges and universities to study the problem for themselves and to base their attitudes, conduct and service on the results of such study. It enlists the coöperation of leaders of students, professors, secretaries and pastors of students; it encourages them to take the initiative and to lead an educational movement that will be a foundation for more lasting advance in the national conflict with alcohol than has ever been proposed in past years.

Substituting emphasis on the long view of social movements, in place of quickly observable results, it changed its name six years ago, adopted open-minded discussion as its chief method, and launched the following long-range program:

To promote scientific and factual study of the problem of alcoholic beverage in life as it is today.

To compile and distribute information on what is being done in and by colleges, universities, and other educational institutions.

To encourage investigation, research, and other educational projects by students, professors, and teachers.

To encourage forum discussion and analysis of the problem, the present situation, and methods toward solution.

To coöperate with colleges, professors, student leaders, high school and church school educators in such educational activities in colleges, the higher schools, the community and the nation.

To place capable young men in positions of leadership as Area Secretaries as rapidly as resources permit.

Re-interpreting Liquor Problem

Continuing the initial part of this program started two years ago chief attention, this year, has been given to the preparation and distribution of new educational material on the liquor problem, fitted to the situation and attitudes of today.

In creating this material a major purpose has been to re-interpret the alcoholic drink problems of every-day personal and social life, in accord with present educational thinking, recent social experience and latest scientific research, especially psychological and sociological, and to trace, more fully than was possible in earlier periods, the implications of the liquor desire in the social and community life today. The appeal is to thinking people—to those who want to face for themselves all the facts, social, personal, practical, and their implications; to all who wish to base opinion and conduct on a scientific understanding and a comprehensive view of the problem. To this end the Association has taken first steps toward re-writing the basic philosophy of the whole problem of alcoholic enjoyment and of the anti-liquor movement, and to help bring the movement against alcoholism more fully into line with the trends of today. It is a very great, perhaps a presumptuous, undertaking; yet it is one that needs to be done, if effective programs of education and practical action among colleges, students and educators are to be expected.

The "New Understanding" Series

A series of *eleven* monograph publications was created and issued, during the past year and a half, with others to follow.

They express in pamphlet form a first writing of this new approach. Published by the Methodist Board of Temperance they have already been distributed widely among the colleges, and much more widely among church leaders.

They include:

"Is Liquor the Same Old Question?"

"Alcoholic Pleasure: What Is It?"

"World Questioning of Alcoholic Pleasure."

"Should Social Drink Customs Be Accepted?"

"Alcoholic Culture: Should It Be Retained?"

"Social Consequences of Alcoholic Desire."

"Alcoholic Release and Expression."

"Alcoholic Pleasure and Public Safety."

"Alcoholic Release and Public Disorder."

"Alcoholic Personality."

"The Cult of Illusion."

This "New Understanding" material, created by the research and editorial work of the Intercollegiate Association, has been published in various forms, multiplying many times its usefulness. First, it has been issued as a series of articles in *THE INTERNATIONAL STUDENT*, during 1938 to 1940, reaching the college and high school leaders of the country, an average of 5,000 to 10,000 per issue; second, it has been published in *THE VOICE*, organ of the Methodist Board of Temperance, reaching from 75,000 to 85,000 church, educational and public leaders each month; third, it has been issued, by the Methodist Board, in coöperation with the Association, in a high-grade and well printed series of eleven monograph pamphlets, of which from 5,000 to 25,000 of each title have been published and largely distributed. Altogether, to June 30, 1940, this new interpretative material has had a total circulation of 1,044,000, almost wholly among the leaders of education and religion, and "the coming leaders" of public opinion. And its usefulness has only well begun.

Two pamphlets issued in 1938 especially for college use, "The College and Drink Today," and "Alcohol Trends in College Life," the latter a survey and comparison of conditions, attitudes and practices before, during and since the repeal of national prohibition, and the influence of that move-

ment on student and college community drink customs, were given continued distribution during the year following their wide use in 1938 and 1939. These special publications, through the coöperation of the Methodist Board of Temperance and the Intercollegiate Association have had a distribution of about 85,000, almost wholly among the leaders of youth, students, colleges, and ministers.

Extending International Student

It was a daring venture—especially, financially—that the Association undertook in October, 1939, when it changed *THE INTERNATIONAL STUDENT* to the popular “digest size” magazine, decided to keep it monthly, make it in part a “digest” magazine on the liquor problem of today, with special articles, and to extend rapidly its circulation. But the time was ripe for advance. There was rich occasion for a non-propagandist, factual, scientific, up-to-date, anti-liquor publication that would appeal to and be used by leaders of college organizations, educators, students; one that would give in easily accessible form the latest scientific and practical information on “Liquor in Life Today.”

Financially it seemed to be nearly impossible to double its circulation, and yet avoid debt. All such publications generally require heavy subsidy, in one form or another.

But, by May, 1940, it had been done. The first magazine of the kind in the anti-liquor movement of America—or the world has been successfully started. Its circulation has more than doubled. Its income has increased three-fold. Its usefulness we hope and believe has been proportionately extended.

THE INTERNATIONAL STUDENT is the only periodical publication on the liquor problem in the United States edited especially for students, teachers and colleges. There is one in Sweden, where temperance education is more highly advanced, probably, than anywhere else in the world. It is a high grade publication, with indirect government support; but none elsewhere in America or Europe. The *STUDENT*, that runs condensed material from many sources is designed for those who wish to think for themselves. It seeks to avoid propaganda, to be factual, scientific, comprehensive.

It circulates among the leaders and workers with college students, their organizations and coöperating faculty members, libraries and reading rooms. It is sent, as a part of the regular work of the Association, to selected and interested leaders, employed Y. M. C. A. and Y. W. C. A. secretaries and student officers; Foundation directors, group reading rooms and others interested. In the past two years the Methodist Board of Temperance has generously provided gift subscriptions for all Methodist Foundations in state colleges and universities, and for the libraries of Methodist-related colleges and seminaries. If other denominational interests would do the same, a great and frequently expressed need could be more adequately satisfied, for such an educational, highly-specialized publication is practicable, not otherwise possible, except by Intercollegiate coöperation. The publication is a source of dependable, easily-accessible information for all who are interested in promoting, among colleges, study and discussion on the liquor problem of today.

For fifteen years the *STUDENT* has been sent by the Association, as a part of its program to the college, university, teachers college, and junior college libraries in the United States, 1,445 of them. Also, to colleges and universities in Canada, Great Britain, and other English speaking countries; to many in Europe, especially the Scandinavian countries; and to the leaders of educational, student and youth temperance societies in all countries. In return the Association receives valuable publications, reports and information of temperance educational activities in other countries. Expressions of approval for *THE INTERNATIONAL STUDENT* have come from such scattered centers as the University of Cape Town, University of Belgrade, National Central Library of China, a student reading room in Munich, and educational agencies of Uruguay.

By the coöperation of others with the Intercollegiate Association, the *STUDENT* has been made available, in a large way, mostly since January 1, to high schools throughout the United States; it now goes regularly to 5,404 including high schools in every state and the District of Columbia.

(1) It is sent through the school year to the High Schools

of forty-six states—to those in cities of 2,500 population and over—as a service of education by the Methodist Board of Temperance—a total of 4,360 High School libraries each month. This is a wholly new development, but previously tested, in the program of the Association, and an extension in circulation that has occurred since January 1, 1940. The publication is offered as an easily-accessible, and dependable source for use by teachers in connection with their classes, and students in their reading, study of special topics, and group discussions.

(2) In Michigan, a former college leader of the Association, Rev. Henry C. Jacobs, has raised the fund necessary to send the *STUDENT* as a gift subscription to 789 high schools of Michigan and keep it going regularly for three years. This project has received support both from educators and leading citizens.

(3) For three years the high schools of the District of Columbia have been receiving it as a gift of the Woman's Christian Temperance Union of the District.

(4) In Montana a state temperance agency, closely related to the department of education, is providing from three to five copies monthly for each of the 225 high schools of that state.

1,000 College Deans

Beginning with May, 1940, 800 deans in 625 or more colleges will receive *THE INTERNATIONAL STUDENT* for a year as gift subscriptions from Professor Irving Fisher of Yale University. They are the deans of students, deans of men, and deans of women, those college officials most closely associated with student interests and student personnel. This is wholly a new list in our work. To keep *THE INTERNATIONAL STUDENT* on their desks during the coming year, in the convenient desk form in which it now appears, ready for reference use and loaning to students, marks a real advance in bringing anti-liquor information to vital centers in the colleges. This gift by Professor Fisher has encouraged others to join with him in this project so that the total number of deans to receive the paper is now 1,024.

A Community Leadership project in the New Educational Approach of the Association, is being made by Rev. Joseph

O. Todd, in Worcester, Mass., in furnishing the *STUDENT* to the ministers of all denominations, the Y. M. C. A.'s, Y. W. C. A.'s, the student and educational leaders and libraries of Worcester County; and, also, as a part of the regular program of the Association, to all the colleges of the New England states.

College Leaders Are Saying

In appreciation of *THE INTERNATIONAL STUDENT* and the "New Understanding" monographs college educators, ministers in college communities and workers among students, in the past few months have expressed themselves, as follows:

"A valuable digest for the study of the alcohol problem." PROFESSOR CHARLES A. ELLWOOD, Sociology, Duke University.

"The information is among the best available, and most usable. I consider your approach to the subject and manner of treating it the only effective way for our generation." ILION T. JONES, Director, Presbyterian student work, State University of Iowa.

"One of the best publications for modern young men and women." DEAN R. E. MANCHESTER, Kent State University.

"I am delighted with the magazine." PROFESSOR IRVING FISHER, Yale University.

"Lets me know latest arguments." FRANK OLMSTEAD, Y. M. C. A., New York University.

"Almost the only source of such information for student use." REV. C. E. CONOVER, Presbyterian College Pastor, Oxford, Ohio.

"Has been most helpful." H. W. SEAMANS, Y. M. C. A., Pennsylvania State College.

"Has done much to promote higher standards" (in education on liquor). J. BENNER WEAVER, Hendricks Chapel, Syracuse University.

"Much sounder than anything else I have seen." REV. PAUL JONES, College Pastor, Antioch College.

"A good source for definite, specific information." REV. C. R. OVERMILLER, San Diego, Calif.

"An excellent job of presentation." PROFESSOR RAY E. BABER, Pomona College, Calif.

"Good material for group discussion, best for practical use." G. W. MILLER, Y. M. C. A., Worcester, Mass.

"The new form and tenor have a convincing quality which commends it to students, in school and out. You have accomplished a very fine thing in the 'New Understanding' pamphlets." DR. MARY ROSS POTTER, Recent Dean, Northwestern University.

"The quality of the material I like very much. You are doing a publishing job that ought to have wide circulation." DEAN ALBION R. KING, Cornell College.

"You are to be congratulated on this distinctive movement." PRESIDENT CARL D. SMITH, Babson Institute.

"The most constructive periodical at present. It appeals to reasonable people." REV. JOSEPH O. TODD, Pilgrim Congregational Church, Worcester, Mass.

"You have done a splendid job." REV. MARION O. KING, Muncie, Ind.

"Well on the way toward higher standards of education." O. LEROY WALTER, Westminster Foundation, University of Idaho.

"We have taken our first step in the right direction." REV. ERNEST E. HABIG, Boulder, Colo.

"You have gone far; keep it up." REV. E. E. STAUFFER, Lutheran Church, Wichita, Kansas.

"An efficient help." PROF. R. E. HIERONYMUS, University of Illinois.

"Presenting true pictures backed by facts." DAVID B. THRIFT, Y. M. C. A., State College, Texas.

"Brings the whole question to attention regularly . . . being on reading table." ROBERT L. JAMES, JR., Student Christian Movement, University of New Hampshire.

"All articles seem fair, stimulating and far-reaching." REV. ROGER P. CLEVELAND, Grafton, Mass.

"Information in it I do not get elsewhere." P. HENSON POLLOCK, Director Student Work, Bozeman, Montana.

"Provides reliable, up-to-date information." CLAYTON H. RANCK, Student Worker, University of Pennsylvania.

"Light instead of heat." REV. JOHN SCHMIDT, United Lutheran Church, Blacksburg, Virginia.

"Best material that I see regularly." JACK FINEGAN, Disciples, Student Worker, State College, Ames, Iowa.

"Used and referred to in class discussions." PROFESSOR HUGH D. PICKETT, State Teachers College, Fairmont, West Virginia.

A \$5,000 Gift Subscription Fund

To enlarge and strengthen this tested and highly-approved project of offering the new "digest style," INTERNATIONAL STUDENT, without cost to key leaders in colleges, the Intercollegiate Association must have an ANNUAL Gift-Subscription Fund of \$5,000, for two purposes:

(1) It will place the latest and most carefully selected scientific and practical information and study material in the hands of 5,000 college leaders, each college year, who are in position to make effective use of it.

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Emphasis for 1940-1941

With the keen interest shown in the new style INTERNATIONAL STUDENT since January 1, its unique style, content and factual approach, and *its 100% increase in circulation in six months*, the opportunity for extending its usefulness is fully ripe. It must be seized now to the utmost of the advantages it offers. No services to the temperance movement TODAY can be more effective, or certain to yield lasting returns, than to offer this publication freely each month to the thousands of student leaders in the colleges and the teachers and youth-group leaders of the country.

To encourage up-to-date teaching, study and discussion of this controverted problem, among those who understand the youth of today, is to render the cause a service that can be rendered by no other possible means.

One In Four of Fatal Accidents

By LAURA LINDLEY, Research Secretary

A DRIVER OR A PEDESTRIAN who had been drinking was involved in one out of four fatal accidents, (25 per cent) during 1939, reports the National Safety Council in its 1940 edition of *Accident Facts*.

State summaries showed that 11 per cent of the drivers involved in fatal accidents had been drinking. They were involved in one out of five accidents (20 per cent). Of the pedestrians killed, 15 per cent had been drinking, or over 1,800 of the 12,300 pedestrian deaths.

There were wide variations from state to state. Those states including only persons obviously drunk showed lower percentages. Only a few of the had-been-drinking drivers and pedestrians were reported to have had unimpaired driving or walking ability. Even higher proportions of drivers and pedestrians were actually shown to be under the influence of alcohol in accident surveys employing chemical tests of body fluids. There is, then, reason for believing that the officially reported figures, high as they are, may understate the true importance of alcohol as a traffic accident cause.

INVOLVED IN FATAL ACCIDENTS

HAD-BEEN-DRINKING

	DRIVERS	PEDESTRIANS
1933	5%	6%
1934	6%	8%
1935	7%	9%
1936	7%	11%
1937	8%	13%
1938	9%	13%
1939	11%	15%

The percentage of had-been-drinking drivers and pedestrians involved in fatal accidents has shown a steady increase,

From the Research Service of the Anti-Saloon League of America, Washington, D. C.; Miss Laura Lindley, Research Secretary.

until the 1939 rate for drivers is more than twice that of 1933. and for pedestrians two and a half times greater.

Drinking and Fatigue

Drinking driver and driver asleep accidents are disproportionately high at night. Special tabulations of New Jersey experience showed that half of all motor vehicle accidents occurred between 6 at night and 6 in the morning, but that these same hours accounted for three-quarters of both the drinking driver and the driver asleep accidents.

Considering the generally reported frequency of accidents involving drivers or pedestrians who had been drinking, it may be estimated that one-third, (33 per cent), of the fatal accidents occurring at night involve a drinking driver or pedestrian.

Chemical Tests

The National Safety Council's Committee on Tests for Intoxication recommends the following legal standards in chemical analyses of body fluids or breath to determine whether drivers or pedestrians are under the influence of alcohol: A blood concentration in excess of 0.15 per cent should be considered definite evidence of being under the influence; below 0.05 per cent, not under the influence; between these points, additional evidence should be used to determine whether the individual was influenced. A New York City chemical test survey of pedestrians killed in traffic accidents (exclusive of children under 13 years) showed that one-third were under the influence of alcohol.

In Evanston, Ill., alcohol tests were made of 2,000 drivers not involved in accidents. Only 18.5 per cent of this group showed alcohol in the blood, whereas 45 per cent of the drivers injured and hospitalized had been drinking. Assuming that no-alcohol drivers have an accident rate of 1, the Evanston study indicates relative accident rates as follows:

PER CENT ALCOHOL IN BLOOD RELATIVE CHANCES OF ACCIDENT

No alcohol	1
Under 0.07%	3
0.07% to 0.11%	5
0.11% to 0.15%	15
0.15% and over	55

"INTOXICANA"

Or *Alcoholic Release "As Is"*

Observe any party that is fairly "moist." The individual personalities of the members of the group soon become submerged in the flowing bowl, and there can be traced a common pattern of behavior which has regressed to a level of the members of the group. The portly business man of 50 thinks he is once more, and tries to act like, the young buck of 25. The adipose dowager forgets for the moment the steadying effect of 50 excess pounds and her grown children, and in her alcoholic thoughts and behavior attempts to recapture the gay and dashing debutante of 30 years ago.—EDWARD A. STRECKER, "Psychology Cures Alcoholism," *Forum*, Aug., '38.

- - -

Screen writers have been approached by American distillery agents to have their film characters request *Bourbon* and soda instead of *Scotch* in drinking scenes. (Reward: A quart for each mention.)—Washington *Evening Star*, Aug. 24, '40.

- - -

As an older man let me warn you "boys and girls" not to try to keep up with the Joneses because you are now members of the Department. You have a night-stick, and it is varnished. You have a gun, and the bullets for it contain powder. Varnish, powder and alcohol do not mix. You can't be a rummy and a police officer at the same time—not in my administration.—MAYOR FIORELLO H. LA GUARDIA, New York, speaking to probationary patrolmen and police women at the World's Fair.

- - -

Zigzagging down a Dallas, Texas, street, a hearse was stopped by a policeman who asked, "Who's dead?" "Lotsa people. Whatsha think we got graveyards for?" replied the driver. "What do you think we have jails for?" countered the officer.—*New York Times*.

- - -

The drunken driver is a type of offender far more dangerous than an outlaw allowed to run loose with a gun—"Fifteen Tests for Drunkenness," *American City*.

FINGERPRINT RECORDS OF YOUTH

THE FEDERAL BUREAU of Investigation examined 576,920 fingerprint cards of persons arrested by state officers during the year ending Dec. 31, 1939. Of these, 108,857, or 18.9%, *were of youth under 21*, and 202,208, or 35%, *were under 25*. The relation of liquor to arrests of youth is shown by the following table—4.4% of those *under 21* and 14% of those *under 25* were *arrested for intoxication*:

	TOT. NO. ARRESTED	NO. UN- DER 21	% UN- DER 21	NO. UN- DER 25	% UN- DER 25
Total all causes	576,920	108,857	18.9%	202,208	35.0%
Liq. law violat'n	9,526	728	7.6%	1,895	19.9%
Driv. while intox.	24,309	1,011	4.2%	3,915	16.1%
Disord'ly conduct	27,996	4,167	14.9%	9,013	32.2%
Drunkenness	90,989	4,001	4.4%	12,775	14.0%

F. B. I. reports for the first half of 1940 show that more persons aged 19 were arrested than for any other age group, as was the case in 1939. Women were represented by 8.2 per cent (24,362) of the 298,423 arrest records examined, while during the first six months of 1939 women represented only 7.1 per cent of the records. Arrests for drunkenness represented 13.4 per cent of the total arrests of women during the first half of 1939, as compared with 11.4 per cent for the entire year of 1939.—*Bulletin*, Anti-Saloon League of America, September 2, '40.

WHY MEN DRINK

1. Men drink because they are miserable; life holds for them little joy, no prospect other than a dreary unending round of toil. Drink brings them a measure of detachment from the aching struggle for existence.

2. Because of failure in their occupation or profession; to obtain respite from the burning consciousness of frustration.

3. For companionship, fun, conviviality; for what the Germans call "Gemütlichkeit." A good deal of modern drinking masquerades under this guise.

—GEORGE E. G. CATLIN, Sociologist.

Liquor In Life Today

Seek the Truth

Come Whence It May

Lead Where It Will.

Accuracies in Judgment

THE DANGER of a drunken driver lies not in his arms and legs, but in his brain. He may be able to walk fairly straight and to control his hands, but, stimulated by alcohol, he will take chances he would not even consider were he sober.

The little niceties of judgment are among the first things to go, under intoxication. There is no drugstuff which will rouse a man's intelligence.—V. E. HENDERSON, Professor of Pharmacology, University of Toronto.

o o

Advisory Referendum

An advisory referendum in South Carolina, August 28, 1940, on whether the state should return to prohibition or continue the present system of liquor selling showed that 162,540 voters now favor the "dry" side of this issue as against 110,994 the "wet." The present law provides for the sale of liquor in licensed package stores and beer and wine with few restrictions. The vote does not affect a change but is an advisory measure to be considered by the legislature.

o o

Britain's Biggest Arms Factory

As we trudged through these flaming, clanging workshops of Mars in a day-long tour of a factory covering 90 acres, the most incongruous, unexpected sight in these metallic caverns consisted of hundreds of milk bottles, some full, some empty, perched everywhere. Our curiosity could not be concealed.

"Well," said the factory superintendent, "so far as this factory is concerned, we are winning the war with milk. We get milk deliveries twice a day, for the day and night shifts."

Around the workshops go trolleys carrying one-third pint bottles selling for a penny (2 cents). The men buy about 4,000 bottles a day. It's a popular stunt.

It makes the men not only happier but healthier, since they quit drinking beer and ale.—From an official inspector's report; quoted in *National Voice*, Aug. 15, '40.

o o

Liquor Drinking Increases

The trend in consumption of alcoholic beverages was upward in the fiscal year ending June 30, 1940. Tax-paid withdrawals of still and sparkling wines increased 22 per cent over 1939, spirits 12 per cent, and fermented malt liquors, 2.3 per cent. Tax-paid withdrawals in 1940 of

distilled spirits for consumption have been exceeded only in the years 1813, 1914, and 1917.

The per capita consumption of all liquors, wines, fermented and distilled, in successive years have been as follows: 1933, 1.69 gallons; 1934, 8.35; 1935, 11.18; 1936, 13.00; 1937, 14.82; 1938, 14.30; 1939, 13.74; 1940, 14.14 (preliminary).—From Reports of the Commissioner Internal Revenue.

o o

Enlarging the Desire

Alcoholic beverages ranked third in the amount of advertising carried in newspapers in 1939, and sixth in advertising carried in the four media of newspapers, magazines, radio, and farm journals, according to a study on "National Advertising Expenditures by Classification," issued by the research and promotion department of the Bureau of Advertising.

o o

300 Per Cent More on the Bowery

The Superintendent of the Bowery Mission, New York, C. J. St. John, told a representative of the *Christian Advocate*, recently, that drunkenness in his neighborhood had increased 300 per cent since repeal. Formerly, drunks coming into the Mission were largely chronics; now, many are skilled workers, lawyers, musicians, and professional men from various walks of life. His observation is based on the experience of dealing with 150,000 to 160,000 finished products of "John Barleycorn" each year, many of whom started with a social drink.—Condensed from *Christian Advocate*, Chicago, Sept. 5, '40.

o o

Alcoholics Not All Psychopaths

Research in psychiatry is still on the impressionistic basis. Psychiatrists deal with a few outstanding cases in which . . . psychopathic personality has been at the base of the alcoholism and the later developing alcoholic psychosis. They remember these unique cases and forget the thousands of cases in which alcohol was an essential part of the causative background. My study, being based as it was upon a total of 89,190 cases, completely eradicated the possibility of devotion to the unusual case and gave a broad-scale picture of the entire situation. When one does this, one is amazed to find that alcohol is a common factor in all mental diseases. The intemperate use of alcohol or chronic alcoholism is in the background of about 20 per cent of all mental disorders. However, when we include the people who used alcohol in the so-called "moderate drinker" sense, we find that mental disease shows 40 per cent of cases with alcohol in the background.—DR. NEIL A. DAYTON, author of *New Facts on Mental Disease*, in a letter to the Scientific Temperance Federation.

o o

Canadian Province Remains Dry

Prince Edward Island, for many years without saloons, held a referendum early in June on a proposal to adopt governmental sale of liquor. It was defeated by an overwhelming vote—10,398 to 7,861.—*Forward*, Truro, Nova Scotia, July 27, '40.

NERVOUS FRAGILITY, moral corruption, and insanity are more dangerous to the future of humanity than yellow fever and cancer. As many patients are victims of insanity as of all other diseases put together.

—DR. ALEXIS CARRELL, in a lecture at Dartmouth College.

RETHINKING THE LIQUOR PROBLEM

(Continued from Page 12)

Alcohol puts to sleep our powers of discrimination; therefore, it seems to provide an escape from the problems of life. They no longer seem to exist, or are seen through a rosy glow. When people discover that this can be done, and they have no reason for not doing it, or no self-control against its allurements, they are in danger of becoming alcoholics. They may not succumb as long as all goes well, but when life brings a crisis, when they meet a situation which is too much for them, the memory of how alcohol gave them at least a temporary escape rises up and tempts them.

Escapes Needed

True, we need escapes. From time to time, we must get away from the routine of life, ease up on our worries and responsibilities. There are many escapes open to people, most of them harmless or absolutely beneficial. The movies are probably the most immediate and popular; the sense of humor, the comic strips, the Sunday rest day, occasional vacations, the great out-of-doors, hobbies, books, athletics, interests in clothes, or gardening, children, and possibly deepest and most significant of all, religion, are the great areas of escape when life gets us down and the problems of life are too insistent.

Any escape must be evaluated by its ultimate results: What does it do to you the *next morning*? How does it leave you the *next week*? What remains of it a *year hence*?

Measured by tests like these, alcohol is the worst possible means of escape. It has two great weaknesses. First, it de-

ceives people in dangerous ways and makes them believe things that are not true. A very little alcohol makes a public speaker think he is more clever than he is. That is not necessarily fatal to anyone, but if alcohol makes a man think he is a better automobile driver than he is, that may result in tragedy. And if it puts to sleep moral restraints and a sense of moral values, tragedy of another sort may be the result. Second, the other weakness of alcohol as an escape is that it is a habit-forming drug. When difficulties deepen, the recourse to alcohol becomes increasingly alluring. It is the easiest way out and the poor alcoholic capitulates a little easier each time.

What to Do

What can we do about it? Five very definite and concrete things, it seems to me:

1. Spread the truth about alcohol. Books with accurate data on the scientific and economic effects of alcohol ought to be in every public school, church library, and the private library of every minister.

2. The promotion of sane and wholesome living is the basic counter-attack upon alcohol. Every time we provide real satisfactions for life and take out of people's lives the insecurity which comes from low wages, unemployment, bad housing, and so on, we are countering against alcohol. Alcohol helps to produce slums, but slums also cause alcoholism. A man who uses alcohol may lose his job, but uncertainty as to a job may start a man down the alcohol road.

3. We can help in building well-organized personalities. People who know what the good escapes are and are encouraged to use them will develop a habit of correct procedure in the face of weariness and discouragement. They will know that it is better to go to a movie, take a swim, go to a baseball game, or just take a walk when one is depressed rather than "to put an enemy into your mouth to steal your brains away," as Shakespeare put it.

4. As a minister, I am convinced from long observation that religion as a personal possession is the deepest and best of all escapes from life's irritations and frustrations, and religion is,

therefore, a great substitute for the tragic and dangerous escape through alcohol. Years ago a prominent minister created a furor by saying that a drunken man is engaged in a mistaken search for God. Properly interpreted that is right. The man is seeking an escape from his problems. He could find it in religion. Then he would not have need to drown his sensibilities in drink.

5. Finally, and to me it seems logical, in the group of things we can do, is a continuous struggle to restrict and discourage the sale of liquor. Certainly it is contrary to public policy to encourage people to create an appetite and a market for alcohol in order that they may make private gain out of dispensing alcohol.

Public policy should be on the side of reducing the use of alcohol and substituting other and better ways of spending money. False and seductive advertising and the association of alcohol with other alluring and often perfectly proper elements in social life is, therefore, contrary to the welfare of the community and must be steadily and intelligently opposed.

Repeated air raids, coupled with the threat of invasion, have produced an enlarged demand for spirits, and bottles and half-bottles of brandy are enjoying a heavy sale.—*Harper's Wine and Spirit Gazette*, London, June 28, '40.

THE EXPENDITURE of millions for safer highways, while permitting the advertising of intoxicants along the highways themselves can hardly be considered as intelligent education, intelligent engineering, or intelligent enforcement in the interest of safety.—MORRIS SHEPPARD, United States Senator, in a Senate speech, January 16, 1940.

“New Understanding” Monographs

On the LIQUOR PROBLEMS OF TODAY

- “Alcoholic Pleasure: What IS It?”
- “World Questioning of Alcoholic Pleasure.”
- “Should Social Drink Customs be Accepted?”
- “Alcoholic Culture: Should It be Retained?”
- “Social Consequences of Alcoholic Desire.”
- “Is Liquor the Same Old Question?”
- “Alcoholic Release and Expression.”
- “Alcoholic Pleasure and Public Safety.”
- “Alcoholic Release and Public Disorder.”
- “Alcoholic Personality.”
- “The Cult of Illusion.”

The above Monographs, 10 cents each; 12, \$1.00.

ALCOHOLIC TRENDS IN COLLEGE LIFE;

A survey of American attitudes during the past forty years in college communities.

A substantial 48-page pamphlet; 25 cents.

THE COLLEGE AND DRINK TODAY;

A discussion of the place, possibilities and meaning of a new educational leadership in the problems of beverage alcohol.

A high-grade pamphlet; 25 cents.

THE INTERCOLLEGIATE ASSOCIATION

100 Maryland Ave. N. E.

Washington, D. C.

NOVEMBER
1940

THE
INTERNATIONAL



STUDENT

OF LIQUOR IN LIFE TODAY

In This Number . . .

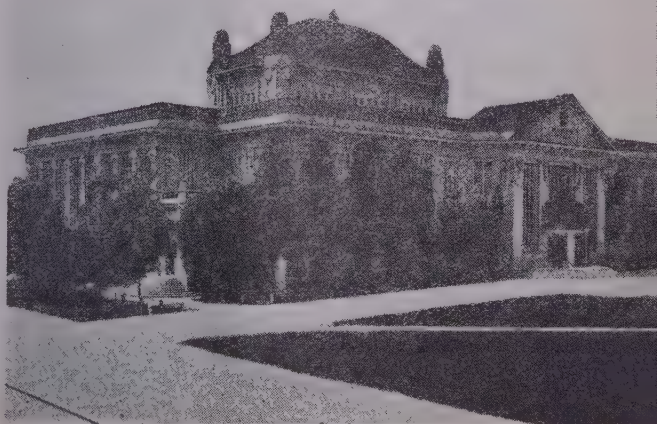
OUTGROWING LIQUOR CULTURE

HIGH SCHOOL STUDENTS TELL
WHAT THEY THINK

MORE CONSTRUCTIVE EDUCATION

WHEN MID-EUROPE WAS DEMOCRATIC

MECHANISM OF ESCAPE



UNIVERSITY OF ZAGREB, JUGOSLAVIA
THE LIBRARY (See Page 43)

democracy
something
eper than
berty; it is
responsibility"

THE INTERNATIONAL STUDENT

NOVEMBER, 1940

Vol. XXXVIII, No. 2

HARRY S. WARNER, *Editor*

WITHOUT SIGNS OF INTOXICATION in the full, ordinary or legal sense of the term, the bearing and individual attitude of mind suffer temporary change as an effect of the drug, and those in contact with the person so affected have for the time being to deal with an altered individual whose mind lacks temporarily its normal factor of judgment and conspicuous elements of self-control. . . . The established marks symptomatic of alcohol effect are (1) uncritical self-satisfaction of the subject with his own performances; (2) disregard of occurrences and conditions normally evoking caution of act and word; (3) trespass of rules and conventions previously respected; (4) impaired appreciation of the passage of time; (5) loquacity; (6) an argumentative frame of mind.

—Alcoholic Investigation Committee,
British Medical Research Council.

The INTERNATIONAL STUDENT publication is being distributed by the State of Montana Temperance Commission, pursuant to the laws of Montana, 25th Session, 1937, Chap. 201.

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Outgrowing Liquor Culture

By HARRY S. WARNER

THE CULTURE OF THE WORLD that centers in alcoholic pleasure needs readjusting. A wide-spread fact and a powerful social influence, it yields something that humanity enjoys, but at too great a cost. Its gratifications are temporary, its pleasures illusory, narcotic, and a substitute for others that are natural. Its excesses are serious, degrading and inherent. May it not be discontinued in favor of the happiness that it has displaced? Is not this a step that society should now take to free itself from outgrown tradition and become realistic in the enjoyments it accepts and approves?

Readjust Narcotic Desires

The desire for alcohol is created anew in each generation. The human needs to which it seems to respond can easily be re-directed. The custom of using it is initiated and continued by social invitation, the pressure of social groups, and trade promotion. It comes into existence only after contact with alcohol itself, after the experience of each individual with the sort of sensations that alcohol yields. In the absence of an inner urge, or natural desire as a compelling motive, drink desires are not merely artificial, as are many others in our complex civilization; they are also substitutional. They replace in part satisfactions that have been diverted from normal expression by the tradition of narcotic pleasure. Thus, their source, expression and consequences are *different basically* from the gratifications of the human needs for food, drink, clothing, recreation, companionship, and of the sexes for each other. Their unfortunate results and excesses consequently are the outgrowth of illusion, not of abuse, not of intemperance. The liquor problem is not properly a "temperance" question at all. And being social in origin and pressure for continuance, efforts to mitigate the personal and community

consequences of "drink" must take these social origins into full account.

The Wider View

Increasingly in the liquor problem of today, the sociological approach becomes basic. The physical, "the effects of alcohol on the human mind and body," although scientific, is partial. The psychological explanation of why men seek intoxication, while new and vital, is not the whole story. The industrial demand for efficiency is realistic and practical, but it is only another part. Questions of control, regulation, license, banishment, state or private sale are all parts of the yet larger whole. All are inextricably connected and confused in the liquor problems of today, and the social customs connected with it make the intoxication cult inevitably larger than any question of "personal liberty." Only a comprehensive view-point, that ranges all of these aspects into the picture, is sufficient to offer explanation of the serious conflicts that are found wherever liquors are widely distributed and used. This view-point brings into focus the positive sources of the trouble—social approval of liquor pleasure and the pressure for economic gain. These keep the narcotic desire active and at work as a continuing force in the face of scientific knowledge, practical observation, and an abundance of statistical evidence.

Gradually, through the long controversy has come the understanding that there is much more in this problem than the first simple effects of liquor on the individual, and his freedom to accept or reject its pleasures and hazards. The burdens and injustices to which it leads fall largely upon others. The choice to be made, therefore, should take into account a wide range of social interests and responsibilities. For the drinking man, however, this is difficult, because alcohol affects first and most acutely his ability to draw for himself the line of distinction between that which is merely enjoyable, undoubtedly his right and privilege, and that which invades the rights and safety of others. The tipsy man, at the party, is not the one to decide who is to drive the car, nor is the drinker in the family of limited income the one to say where the dollar should be spent. Alcoholic sensations do not qualify one to judge objectively.

(Continued on Page 52)

Fifteen Thousand High School Students

Tell What They Think

By W. ROY BREG

FIFTEEN THOUSAND young people in senior high schools throughout the nation have been sitting for a composite portrait of their factual knowledge about alcohol.

The picture is not flattering, either to those who frankly stated what they know and what they don't know about alcohol in the life of their day, or to the principals, teachers and typical American parents, who know that since Repeal it is more essential than ever that young people understand what they are doing before they make a choice in favor of drinking.

And from more than 11,000 students in many of the same schools there has come an equally frank answer to the question, "To what extent do you drink alcoholic beverages?"

Those of the 11,000 who said they drank occasionally or often gave significant replies to these questions:

"Which alcoholic beverages do you prefer?" "Do you drink alone or with a few friends; at a party or at home; at a special occasion, like a wedding, or when 'blue'?"

This was Allied Youth's second venture in going direct to thousands of high school students to see when and in what form they come into contact with alcoholic beverages.

As a national youth movement specializing in alcohol education, Allied Youth must be *right* in its convictions about the social pressure that is applied to young people to induce them to drink. It must *know* how commonly this problem comes into the life of young people and to what extent they are prepared to meet it with intelligent action.

Allied Youth has never guessed about such matters. No

Condensed slightly and reprinted from a report "We Asked Fifteen Thousand Young People," by W. Roy Breg, Executive Secretary of Allied Youth. The survey appears in full in *The Allied Youth*, Washington, D. C., October, 1940; used by permission.

educational group is more concerned with finding the facts and basing its program on those facts than this national movement with its many scores of active, effective local Posts.

And here are the results:

In the quiz answered by 15,000 students these were the questions, and these the responses:

I.

Do you consider an alcoholic beverage—

A food?	281	1.9 per cent
A depressant?	891	5.9 per cent
A stimulant?	5,796	38.6 per cent
A narcotic poison?	8,068	53.6 per cent

The correct answer is *depressant* or *narcotic poison*—either is right—while *food* and *stimulant* do not describe alcoholic beverages from the scientific standpoint. Over 40 per cent of the students who shared in this quiz must have answered this question on the basis of advertising claims or the loosely assumed opinions of drinkers.

That 40 per cent should be wrong in this basic fact about alcohol, given in classrooms from the fifth grade on, and that substantially the same proportion of typical senior high school students say they drink, seem to be more than mere *coincidence*.

In any event, quite aside from the relation between *thinking* and *drinking*, only 59.5 per cent passed with credit on Question I.

II.

Does alcohol warm one when he is cold?

Yes	6,519	44.9 per cent
No	2,680	18.4 per cent
Uncertain	5,345	36.7 per cent

Here was no "cinch question" like the one relating to the nature of alcohol, but a query calling for the application of a physiological fact to everyday life.

For the science texts and classes are ready to teach, from about the seventh grade on, that the internal use of alcohol drives heat to the surface of the body, whence it escapes, leaving the physical person colder than he was before he drank. To be sure, the skin of the drinker feels warm, and perhaps his

face is flushed—and there is a part of the evidence by which any layman can check on what the physiology teacher told him!

But a lot of us don't remember the teaching in this form. Among all the facts handed to students in their many years of schooling, this doesn't stand out with significance. All about us, we hear of people who say they drink to warm themselves when cold. Liquor advertising plays on the same false note. By and by, the student who is close to high school graduation has a flash answer for a query like this, and that answer is wrong.

Wrong, at least for all but 18.4 per cent of the 14,544 who tried to answer. And Question II, notice, was answered by 492 fewer students than expressed an opinion on the nature of alcohol (Question I).

The laugh would be on a rather large proportion of typical and well-informed students, if this matter of personal choices for and against alcohol could be considered a laughing matter. To many of us, this seems like one of the most important and far-reaching *life choices* a high school youth will make—and so many students face the issue with two strikes called on them, because the instruction they received at some period in school life didn't click.

Now see what happens when senior high school boys and girls report on something that has represented a more personal action, more connection with daily life:

III.

Does alcohol interfere with the efficiency of an automobile driver or other person handling intricate machines?

Yes	11,337	83.1 per cent
No	378	2.8 per cent
Only when large quantities are taken	1,926	14.1 per cent

Here's the field in which newspapers, safety committees, special speakers, and personal observation help young people to know the facts.

And yet 14.1 per cent, even then, seem not to be convinced that "a drink or two" (small quantities) taken by the automobile driver will impair his abilities to handle a car, particularly in emergencies.

DETAILED FIGURES FROM THE 1940 INQUIRY

Section A—Alcohol Education

Section A—Alcohol Education			High School Boys in 13 Municipalities	High School Girls in 13 Municipalities			
Senior High School Boys and Girls in 31 Municipalities							
I.							
Do you consider an alcoholic beverage:							
A food?	281	1.9	WRONG	40	1.2	59	1.4
A depressant?	891	5.9	RIGHT	191	5.3	196	5.0
A stimulant?	5,796	38.6	WRONG	1,777	49.4	1,694	42.6
A narcotic poison?	8,068	53.6	RIGHT	1,589	44.1	2,026	51.0
	15,036	100.0		3,597	100.0	3,957	100.0
II.							
Does alcohol warm one when he is cold?							
Yes	6,519	44.9	WRONG	1,795	49.4	1,755	48.2
No	2,680	18.4	RIGHT	838	23.0	620	17.0
Uncertain	5,345	36.7	—	1,000	27.6	1,268	34.8
	14,544	100.0		3,633	100.0	3,643	100.0
III.							
Does alcohol interfere with the efficiency of an automobile driver or other person handling intricate machines?							
Yes	11,337	83.1	RIGHT	2,888	84.4	2,984	84.3
No	378	2.8	WRONG	222	6.5	65	1.8
Only when large quantities are taken	1,926	14.1	WRONG	312	9.1	489	13.9
	13,641	100.0		3,422	100.0	3,538	100.0
IV.							
In connection with athletic excellence and physical fitness, would you favor—							
No drinking at any time?	13,049	90.0	RIGHT	3,174	90.2	3,471	91.8
Drinking after a contest but not before?	340	2.3	WRONG	76	2.2	76	2.0
Drinking when not definitely in "training"?	1,111	7.7	WRONG	267	7.6	234	6.2
	14,500	100.0		3,517	100.0	3,781	100.0

IV.

In connection with athletic excellence and physical fitness,
would you favor—

No drinking		
at any time?	13,049	90.0 per cent
Drinking after a contest		
but not before?	340	2.3 per cent
Drinking when not defi- nitely "in training"?	1,111	7.7 per cent

Section B—Drinking Among Young People of Senior High School Ages

Senior High School Boys and Girls in 29 Municipalities		High School Boys in 13 Municipalities	High School Girls in 13 Municipalities
V. To what extent do you drink alcoholic beverages?			
	%	%	%
Never	6,516 57.0	1,305 45.2	1,998 62.6
Occasionally	4,672 40.9	1,489	1,162
Often	245 2.1	92 51.8	30 34.7
	11,433 100.0	2,886 100.0	3,190 100.0

VI. If and when you use alcoholic beverages, which do you prefer to take? (Check first choice)						
Beer	1,290	26.3	513	31.7	245	20.7
Wine	2,059	42.0	672	41.5	600	50.9
Mixed drinks containing whisky or gin	1,257	25.7	310	19.2	300	25.4
Whisky or gin, straight	293	6.0	123	7.6	36	3.0
	4,899	100.0	1,618	100.0	1,181	100.0

VII. If and when you drink alcoholic beverages, do you drink—(Check one in each group)						
Alone?	133		55		26	
With a few friends?	2,272		828		495	
At a party?	995		281		259	
At home, as with meals?	914		273		292	
At a special occasion, like a wedding?	1,156		400		400	
When "blue"?	155		43		18	

Of 5,625 responses (from not more than 4,899 persons), 80% are in the social category, lines 2, 3, and 5 above.

(Evidently some replied who did not answer Question V.)

And there, in Question IV, the youth quiz reaches its highest (honor mark percentage) of success. The influence and example and outspoken testimony of athlete and coach have been fruitful and practical.

Even if nearly 17 per cent of the Allied Youth "quiz kids" were not certain of the effects of drinking on driving, a bare 10 per cent of the group stands out against the testimony of the physically fit—the champions.

Yet, though 90 per cent *know*, as far as this phase of the inquiry is concerned, do we have anything like 90 per cent rejection of drinking as a letdown for young people?

More Constructive Education

By S. RALPH HARLOW, Professor
Smith College

THE PROBLEM of liquor among young people in America today is not a decreasing problem but a growing one. If we are to combat the menace to our social security in home, in factory, and in commerce there is need of constructive education among youth as well as among those of the older generation on just what is happening as a result of the wide open sale of heavy liquor in this country today.

The effect of drink upon automobile drivers is too well known to call for comment, but the lesson does not seem to have been taken to heart. Plans for national defense which omit taking into account this arch enemy of our national well-being, the liquor habit, fail to face a fifth column activity within our borders which is destroying some of the highest values in the nation's life—and of its youth.

Not according to the returns from this quiz.

The detailed figures on drinking appear in another column. Their story is soon told. For they show 57 per cent rejecting alcoholic beverages in their own personal program for fun, comradeship, and preparation for useful living. About 41 per cent of the 11,433 who gave us facts about personal habits use alcohol "occasionally," and 2.1 per cent use it often. Forty-three senior high school students in 100, among those questioned in this big sampling of youth practices, are drinking to some extent.

Through the coöperation of principals and teachers who helped us to obtain these figures in Allied Youth's second Alcohol Inquiry, we received many returns that give separately boys' and girls' practices as to drinking.

These show 55 per cent of boys, 37 per cent of girls, as users of alcohol, at least occasionally.

In quizzing 4,900 drinkers, Allied Youth and the coöperat-

(Continued on Page 46)

When Mid-Europe Was Going Democratic

Students and Youth Were Increasingly Non-Alcoholic

THE MILLIONS in the youth movements of Europe, previous to the rise of totalitarianism, while mid-Europe was relatively democratic, were gradually discarding drink customs and replacing them with outdoor games, hikes and folk dancing.

Drink compulsions in the universities were losing force. Young people of Great Britain were not seeking enjoyment in the public house as had their fathers. "A striking feature in the revolt of modern youth against conventional customs and social habits inherited and adhered to for generations is their attitude to the alcohol tradition," wrote an English observer in 1931. "There is abundant evidence that young England knows that such statements as 'beer is best,' will not bear examination. If proof of this change in thought and habit is needed it can be seen in the great beer-advertising campaign recently launched by the brewers, the director of which said, 'the chief customers of the public house today are the elderly and middle-aged men.'"

In Germany the great youth movements that grew strong after the world war regarded the beer mug as a symbol of an age that had passed. Expressing a passionate protest against materialism, artificiality, and old social customs, they emphasized natural living, recreation and outdoor activities. Some national groups were total abstainers; others, including the largest and best known, practically so. In 1926 the societies in the general council numbered 4,338,850 young people below 21 years of age. A new generation was growing up in Germany with an attitude toward drink traditions that contrasted dramatically with that of their fathers.

Similar youth movements were active in other countries of Europe. In Sweden a national student organization conducted



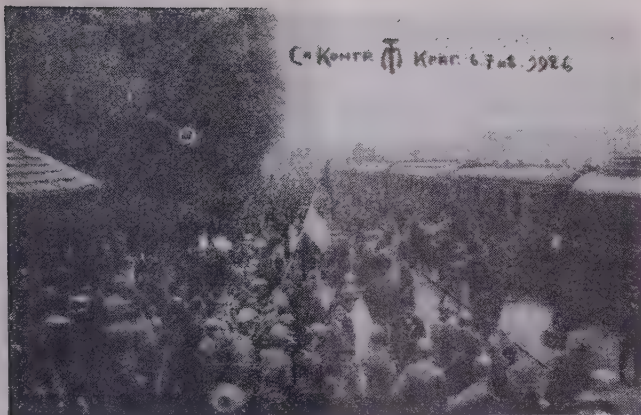
STUDENT-YOUTH PARADE IN JUGOSLAVIA

THE STUDENT AND YOUTH ANTI-LIQUOR CONFERENCE AT KRAGUEVATZ, JUGOSLAVIA, IN MID-SUMMER, 1926, BROUGHT TOGETHER FOR DISCUSSION, STUDY AND DEMONSTRATION, 2,000 REPRESENTATIVE STUDENTS AND THEIR TEACHERS AND LEADERS

an educational and cultural program with the aim of replacing the drink traditions of the educated and upper classes with new recreational, social and cultural interests. They sought to use the prestige of education toward the removal of drunkenness among the middle and lower grades of society as well. Similar activities with similar aims were growing among the students and "studying youth" of Finland, Holland, Denmark, Estonia, Yugoslavia, and other countries.

Popular interest in alcoholic pleasure began to reflect these changes, as did the production of alcoholic liquors. . . . The serious questioning of alcoholic drink had differentiated a growing and powerful non-alcoholic group. A non-alcoholic culture was beginning to prevail. Men of vision were advancing an "alcohol-free" culture, as it was called in Europe. Alcoholic culture had been challenged seriously. For the first time in the world's history it was on the defensive.

—From "World Questioning of Alcoholic Pleasure,"
New Understanding Monograph, by HARRY S. WARNER



ARRIVING BY SPECIAL TRAIN AT KRAGUEVATZ

THESE 2,000 ANTI-LIQUOR AND PERSONALLY-ABSTAINING STUDENTS AND YOUNG PEOPLE, UNDER THE LEADERSHIP OF THEIR PRESIDENT, MIODRAG P. POPOVITCH, A STUDENT OF LAW AT THE UNIVERSITY OF BELGRADE, PARADED THROUGH THE STREETS EXPRESSING THEIR NEW IDEALS OF FREEDOM FROM THE ALCOHOLIC CUSTOMS OF THE PAST

WHEN STIMULATION of the nervous function is really needed, when the individual has to meet an emergency which calls for the exercise of his highest powers of perception and judgment, alcohol is not merely useless, it is certainly and unequivocally detrimental. . . . The direct effect of alcohol upon the nervous system is in all stages and upon all parts of the system, to depress or suspend its functions, that it is in short from first to last a narcotic drug.

—Alcoholic Investigation Committee,
British Medical Research Council.

FIFTEEN THOUSAND HIGH SCHOOL STUDENTS

(Continued from Page 42)

ing teachers find that 42 per cent have a preference for wine, 26 per cent for beer, about 26 per cent for mixed drinks containing whisky or gin, and 6 per cent choose whisky or gin "straight."

One of the most important features of the whole set of returns is the character of drinking in which these young indulgers engage. *It is social drinking.* The tabulation shows that nearly 80 per cent of the drinking these boys and girls report is connected with social events. The meaning is plain: These young people drink because other people drink. At home, as with meals, a rather negligible proportion of drinking; when alone or when "blue," almost none, as compared to the social events that alcohol attends—and often dominates.

No wonder the message of the alcohol industry is pitched toward youth, whence the new customers come, and toward youthful social events, which give opportunities for the first and many later drinks. The industry knows its business. The question recurs: Does alcohol education know *its* business?

Classroom instruction, it is clear, will not suffice. It should be supplemented by the "interest group" or "school club" approach that Allied Youth presents so successfully in many communities from coast to coast.

Safety warnings and the influence of the athlete and the coach are not in themselves enough. Many young people will say, "I don't drive a car—at least not often." Others say, with unconcern, "I'll never be a champion, so why should I leave drink alone just because the leaders in school athletics do so?"

That alcohol is perilous and handicapping to *special groups* has been recognized by all but a comparative few of the students who provided for us this striking picture of the failures and the successes of an alcohol education employing only classroom methods.

That alcohol handicaps and stifles youth life and achievement *in general is not so thoroughly realized* by the general run of senior high school youths.

A Mechanism of Escape

By E. A. STRECKER, M.D.

THE HISTORY of alcohol is coextensive with the history of the human race. The deciphering of cuneiform tablets revealed that the ancient Egyptians enjoyed beer. Rome was drunk on military prestige and wine. Alexander jeered at his father, Philip of Macedon, in these words: "Look at the man who proposes to lead an army from Europe to Asia—so drunken that he is unable to get from one couch to another." The barbarians from the North added honey to certain cereals and brewed a delectable beverage called mead. As an escape mechanism from the chilling penetration of the fogs of the moors, the kilted Caledonians invented and utilized a drink called whisky which still has not lost its popularity. Long before the white brothers bartered "fire water" for the lands of the North American Indian, the primitive braves made a deeply intoxicating beverage by mixing with ashes the gall from the gallbladders of buffaloes killed in the hunt.

It is clear that alcohol has flowed down through the ages in a stronger and ever widening stream. Neither legislative measures nor other efforts have succeeded in effectively damming the current so that now in our own civilization and culture, alcoholism constitutes a greater social and personal hazard than ever before in our history.

Why have the use and abuse of alcohol steadily increased? The answer may be given briefly: Alcohol is an extremely effective agent for rosily blurring and softening the rigid and forbidding outlines of reality. It is a buffer between the individual and the disturbing impacts of unpleasant truths which he must face in his environment. Furthermore, it is readily available and provides a quick, easy escape mechanism.

Society displays an amazing tolerance toward the alcoholic

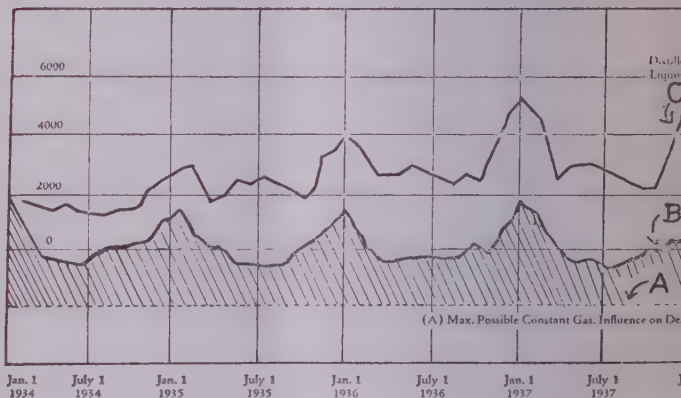
(Continued on Page 50)

From "Alcoholism," by Dr. E. A. Strecker, in *Hygia*, September, 1940; publication of the American Medical Association, Chicago, Illinois; reprinted by permission.

ALCOHOL, GASOLINE CONSUMPTION, A STUDY XI

Comparison of: (C) The Monthly Variance in C
Alcohol in Distilled Liquors; With (B) Mo
Per Millions of Gasoline Consu
January 1, 1934 to March 1

Scale for
Curve "C."
Alcoholic
Consumption
in
Thousands
of Gals.

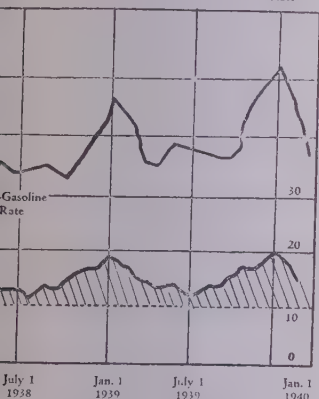


EXPLANATION OF CHART

If, as is often contended, traffic fatalities vary directly with consumption of gasoline, the relation would be measured graphically by ratio does not hold. The actual death rate per million gallons of (rate) is shown as line "B." Official figures prove that seasonal consumption indicates consumption of alcohol in distilled liquors (shifted to allow consumption).

TRAFFIC DEATHS

Consumption of Absolute
Traffic Deaths
from



Prepared by American Business Men's
Research Foundation, Chicago, Ill.

of traffic as measured by con-
tent line "A"; but actually this
(death-gasoline consumption
have little influence. Line "C"
between withdrawal and con-

Liquor Consumption Continues to Parallel Traffic Death Rise

"That liquor has been responsible for at least 61,368 traffic deaths for the seven years since repeal, an increase of 672 liquor-caused tragedies every 30 days," is asserted in the report of a survey by the American Business Men's Research Foundation of Chicago.

"The rise in alcohol-bred traffic deaths since 1933 is paralleled by a net gain in the consumption of distilled spirits as revealed in a month-by-month chart study covering a period of 75 months, January 1, 1934, to March 31, 1940.

"Notwithstanding better cars, better brakes, better roads and better trained drivers, due to intensive nation-wide safety campaigns, there were reported during the 12 months from July 1, 1939, to June, 1940, inclusive, a total of 33,640 deaths as compared with a total of 31,940 for the similar 12 months of the year before, an increase of 5 1/3 per cent.

"For the seven months, January to July, 1940, a 5 per cent increase in traffic deaths was registered; for the month of June, a 15 per cent jump over June, 1939.

"The increase in the consumption of distilled spirits (domestic) has kept pace with the expanding figures of traffic accidents. Reports covering liquor withdrawn from warehouses for the 12 months beginning June 1, 1939, to June 1, 1940, show that consumption increased to a total of 105,269,814 gallons—a 7 per cent increase.

"Twenty-five per cent of all highway tragedies are estimated to be liquor-caused. Alcohol may therefore be fairly charged with at least 4,355 traffic deaths from January 1 to July 31, 1940, compared with 4,137 for the seven months, January to July, 1939, an increase of 218 deaths."

A MECHANISM OF ESCAPE

(Continued from Page 47)

person. Usually it deposits him tenderly on his doorstep, or in hospitals and other havens of refuge. It is not until the alcoholic person has reached a very low and sordid level of almost constant drunkenness, that society stigmatizes him and places him beyond the social pale.

An index of the economic loss inflicted by excessive drinking may be taken from the alarming increase in the number of life insurance rejections for disabilities due to alcoholism in individuals under the age of thirty. One insurance company reports an increase of 183 per cent in a period of five years. Another index may be found in the statistics of motor-car fatalities. In twenty-six states, 18 per cent of the fatalities were directly due to the lessened efficiency of mind-muscle control caused by alcohol.

How many alcoholic persons are there in the United States? No one knows. Certainly every normal social drinker knows one or more drinkers whose consumption of alcohol is neither normal nor social. The total number must be enormous. In order to arrive at an approximate idea of the enormity of the alcoholic social and personal problem, think of one chronic alcoholic individual you may happen to know in these terms:

Economically: In financial terms what has been the loss in earning power and its constructive potentialities to himself, to his family, to his neighbors, and to the whole economics of society?

Socially: Note the rapid decline in social coöperativeness and constructiveness and how speedily the alcoholic individual becomes a millstone around the neck of society,

Culturally: Analyze the alcoholic person you know in the perspective of the quick deterioration of his mental powers which, perhaps, had large potential and even actual value.

Ethically and Spiritually: For the chronic drinker, no matter how high was the moral plane on which he formerly lived, there is inevitably a descent to a level of existence in which there are no remaining shreds of decency or perceptible remnants of former ideals.

Multiply this estimate of one chronic alcoholic person by

many thousands, and observe at least an outline of the appalling figure of the damage inflicted upon the individual and upon society by the abuse of alcohol.

In order to have some understanding of the problems of alcoholism there should be an appreciation of its fundamental nature. While alcohol often takes a heavy physical toll, alcoholism is not an organic disease. There are numerous varieties of alcoholic insanity; yet drinking per se is not a mental disease. But there seems reason to think that abnormal drinking is a psycho-neurosis and that the effect of alcohol is utilized unconsciously, just as neurotic symptoms are used unconsciously as instruments of escape from inner and environmental difficulties and demands which cannot be faced.

Alcoholism which is true to type and not merely a symptom of some other condition is much more likely to occur in those individuals who, in their personalities, are quiet, often shy, sensitive, reserved, given somewhat more to thought than to action and usually not able to meet social situations with ease and facility. They are the introverts. By accident or design, many of these personalities soon discover the magic of a few drinks in producing a satisfying conversational ease and social confidence.

The effect of alcohol that is eagerly sought, although the seeking is often unconscious, is the regressive effect. One need not frequent the habitats of chronic alcoholic persons in order to observe this regressive phenomenon—any normal cocktail party will do. First, there is the alcoholically conditioned atmosphere of decreased inhibitions and lessened responsibility. Then judging by their behavior antics, middle-aged, portly gentlemen and ladies with waistlines honored largely in the breach, apparently have slipped off several decades of years. In the mild phantasy of alcohol they are again gallant young bucks and slim, beautiful debs of by-gone years. In confirmed and excessive drinking, individuals often regress to very early and irresponsible levels, with complete loss of control of the ordinary organic functions.

Rationalization, the psychological device of believing what one wants to believe, is an integral factor in the personality of the chronic drinker. It is encountered constantly in the so-called "reasons" which the drinker gives for his liquid de-

laughes. They are legion— "his wife is irritable," "his children are not getting on in school," "business is bad," "his employer is tough with him," "the weather is bad," "he has a cold," "his feet hurt"—and so on ad infinitum.

As alcoholism advances only the merest shreds of rationalized "reasons" remain; the drinking becomes uncontrolled. The frantic objective of the drunkard is the attainment of the anesthesia of complete drunkenness in order to escape the horribly painful mental conflicts which rise to the surface of consciousness at the first faint dawning of sobriety.

Now comes the stage of complete non-reasoning, automatic drinking. The drinker does not have the faintest knowledge of why he continues to drink. Debauch follows debauch. His drinking is like the post-hypnotic behavior of the subject who is obeying suggestions made to his unconscious mind during the hypnotic trance. He has no knowledge of why he acts as he does, but the demand to behave as he does is imperative. In somewhat similar fashion, the suggestion to drink again and again comes with the first intrusion of sobriety with all its painful accompaniments.

OUTGROWING LIQUOR CULTURE

(Continued from Page 36)

Let the Social Self Speak

From the viewpoint of psychology, as from those of social science and religion, each individual is a part of the society in which he lives. It is seen that a conflict about such satisfactions as those which alcohol affords is also a conflict in the individual himself, between his own personal and social desires; and that the larger conflict in society is really between these two interests in each of us enlarged to include us all. The question then is, which shall be encouraged? Which is to prevail and which is to be restrained and turned into other channels for expression?

The normal man is an individual, seeking satisfaction of natural requirements and recognition of his "rights." But he is also, a member of the society in which he lives; a part of his community, a citizen, a tax-payer, a voter, a father, engaged in "team-work" with his family and his fellows. As an indus-

trialist, a worker in a shop, an air-port, he depends on the un-intoxicated mental functioning of those with whom he works. As an automobile driver, with wife, children and friends, his freedom and theirs, are limited strictly by the toxic pleasure of other drivers and pedestrians. He is greatly concerned with the regulations that make safety possible, not with the elemental drive for greater self-indulgence.

Acting in the consciousness of this larger self, his modern self it might be called, since it takes into account his greatly enlarged number of daily contacts with others, he accepts greater social responsibility: and he expects to limit or to discard those desires which lead to conduct that is dangerous to others. For increasing numbers are discovering, acutely, that the excesses of alcoholic pleasure can not be confined to the drinker or his group. The worst and the most persistent burdens fall, not upon him who enjoys, but upon those who must face the toxic indulgence of others.

In the community and the nation we may ask: Has not society reached the place at which further gratification of the acquisitive desire, applied to the cultivation and sale of narcotic pleasure, and the self-assertive instinct, expressed in such acts as self-alcoholization, should be discarded as out-lived appendages of an age of immaturity? Surely, in the face of the scientific information now available this is the course of intelligence as well as of social ideals and religion.

As Weeks has said, "Alcohol is so alluring, it has such peculiarly seductive charms, it can and so often does appear as an angel of light; it is so bound up with the innermost life of the nation, that only the 'expulsive power of a new affection' will drive it out, and the motive of that affection must be 'for their sakes.'"¹

And for the place in social culture that long has been usurped by alcoholic pleasure, modern civilization has provided means to enjoyment, recreation, and freedom beyond the range of imagination at the time men learned to accept automatically this narcotic source.

Sublimating Drink Culture

Seeking to understand and re-direct the social force of liquor, a section of the younger educated people of Sweden for

years has been sponsoring a movement against the traditional necessity of drink in upper class and academic life. Utilizing the latest scientific information and appealing to national ideals, they have been creating and putting into the influential life of the nation a definite non-alcoholic culture that does not feel dependent upon drinking customs for social enjoyment.

The movement is well established and active among the students, the younger "studying youth," and the graduates of the past forty years. Led by university students and alumni, it is active among the higher institutions of learning in Finland, Norway, and Denmark as well as in Sweden. The leaders of the movement promote open-minded study and discussion of the liquor problem in student life, in culture, and in national life; provide student centers at the universities; compile and distribute high-grade scientific material; study the influence of social drink customs and the part they play in Swedish culture; and sponsor sports, music, folk-dancing, mountain and lake tours, as healthful recreation. They popularize and idealize for all youth the joy of natural, non-alcoholic living. Under their leadership a substantial share of each succeeding student generation has been testing the social values of "alcohol-free" culture, first in their student days, then as citizens of the nation. They sublimate for the drink tradition of historic Sweden rational and enthusiastic joy in the present. They frankly challenge university drink customs and those of the educated, literary and aristocratic groups. They cultivate among the classes of prestige, a sense of responsibility and social concern for the demoralizing consequences of liquor among the ignorant.

A publication of the movement *Academic Liquor Customs*,² by a graduate of Uppsala, goes fully into the background of university drinking. It examines the pressures that customs bring to bear on the attitudes and habits of students, how these influence the thinking of leading citizens, and how liquor has dominated the recreational life of students. The result, he shows, is that the drink habits and opinions of student days tend to dominate the customs and ways of thinking of the educated classes of the country. This organized student movement is working constructively to counteract this tendency, and give to the country a leadership that finds joy in more natural ways.

A Choice of Satisfactions

If alcoholic pleasure is a form of mis-directed satisfaction, as scientific investigation indicates, narcotic and unreal, that fact and its implications should be faced frankly, by intelligent men of leadership ability. As a new understanding of the "same old drink question," its meaning is significant to the leaders of education and the church. For the direction that the seeking of basic human satisfactions is to take is of the essence of civilization, morality and religion. And the re-directing of desires from lower to higher planes is the practical reason for existence of school and church. To understand and to teach the meaning of toxic pleasure, and *what it displaces* in every-day life, is a task that is not easy, that will not come spontaneously as a mere reaction in public sentiment. It will require long-view, intelligent leadership and distant objectives, as well as concrete reforms, such as the prevention of drunken driving, control of licenses, personal temperance, and control or banishment of liquor selling. To sublimate the alcohol culture of the ages is an educational process that must be made to register in social customs, community and group attitudes, the dinners of social hostesses and the practice of those in positions of public influence.

To turn the expression of basic human needs, now fictitiously gratified or deadened, by narcotic illusion, into channels of healthful satisfaction is a course of practical realism. It is a course that will release vast purchasing power, and human energy for the attainment of natural satisfactions. This step toward solution of the problem of alcoholism has both scientific and historic support. Whatever explanation there may have been in past ages for resort to states of intoxication, mild or less mild, as an aid to sociability, is far out-grown today. The conversation and laughter, the repartee and music of banquet table and club, of family group and party, the thousand new and old means to recreation, stimulation and enthusiasm, are too abundant and varied, today, to be outsubstituted by any "kick" that alcohol or other drug, may give to the brain cells. Only the very old, with miseries that call for a frequent anæsthetic, and the very poor, deprived of opportunity for healthful living, find in alcoholic release a seemingly justifiable satisfaction.

There are no substitutes for alcoholic pleasure. Its alternatives are those it has replaced, wholly or in part; the automobile, the moving picture, music, games, the soda fountain, the supplies of grocery store, dairy and gas station—a thousand others—are the agencies to supply the satisfactions needed by those who seek relief at the tavern. Others who can not, or do not want to gain it thus, may require the services of an expert teacher, the minister, the psychiatrist or the farm for drunkards.

A realistic sense of values is needed. When twice as much is spent each year on liquor as on education, our sense of values is badly twisted. But sane sense can be established, and in time made popular enough to bring about, through democratic processes, a complete change in public attitude, customs and law. In the words of Thorndike, Columbia psychologist, "The desires and aversions of men can be changed as truly as their ideas and habits, though not as much or as easily. . . . If sound methods are used, men can be taught to find satisfactions in useful work, healthful and noble recreation, and the welfare of others to a degree that the world has never seen."³ This new sense of values can be established. People who abhor the cruel futilities of war, do not surrender their conviction that arbitration and international courts are less expensive, and more decisive than "blitzkriegs." War is not given *ap-proval* by men who abhor, though they can not stop, that method of gaining personal and national egoistic satisfactions.

In this statement as to the application of scientific knowledge to social attitudes, by Prof. Thorndike, lies hope for the reconstruction of the gigantic culture of alcoholic illusion that prevails throughout the world today. The basic needs of people, faced frankly, can be abundantly supplied. The emotionalism of alcohol and war settle nothing. Both are "short-cuts" that defeat themselves.

Toward a Comprehensive Program

With alcoholic enjoyment occupying the place in society that it has for ages—yet ever questioned and frequently challenged—an enlarged program, based on modern and scientific approaches, is essential if lasting progress toward solution is to be expected. Recent national experience suggests that this pro-

gram be more comprehensive than those of the past. It must include study of the sources of the whole problem, personal, economic, social; and the pressures of drink culture and of trade profits. It should ask and discuss such questions as: What are the satisfactions that men want when they drink? What do they have when they obtain them? Why create the desire for narcotic pleasure in the first place? Should social drink customs be accepted? How are they made popular? How strong is the force of profit-seeking in their promotion? What about narcotic pleasure as a source of gain? What are its costs? Who pays them? Should influential society lead the community and the nation into practices that result in disaster to millions—to those very millions who feel most a need for what these practices seem to give?

The pleasure of intoxication and the desire for it have no natural place in human life. They are created, chiefly by tradition, social customs and trade propaganda that (1) initiate and enlarge narcotic desires; (2) establish dependence upon liquor for continuous satisfaction; (3) elevate a substitutional and degrading gratification into something important, romantic, and socially necessary. Alcoholic release from unhappy feelings, large or small, conceal and enlarge, instead of removing causes of these ills. It is unscientific and should be discarded as out-of-date, because of its consequences in addicts, accidents, ill health, mental instability and crime—in the causing of which it is a constant factor.

Since the forces back of it are largely social and economic, the older emphases on self-restraint, self-control, moderation, abstinence, alone are inadequate. Social customs must be faced, for they create new drink habits, and controlling patterns of life—new drinkers—more rapidly than personal methods can reach the persons concerned. To challenge, and gradually to change by frank analysis of their quality, the social drinking customs of the community and the nation, and to bring new ones into popularity is a vital factor in any movement to solve "intemperance." This constructive addition should now be made to the better-known programs of scientific education, personal abstinence, limitation, local banishment, and final removal of the traffic.

Out of the struggle of a century between well-established liquor culture and the growing criticism of it a situation calling for a new emphasis has arisen; an emphasis that will be free from the romanticism of social drink traditions on one hand, and from mere emotional attack on the other. To be realistic and scientific, it will:

Seek the truth fearlessly, wherever it may be found without regard to where it may lead. The assumption that alcoholic drink is desirable comes to each new generation as a tradition. Why should it not face questioning on the basis of present-day realities? If found socially useful, retained and promoted; if destructive, exchanged for customs better fitted to modern living? To no group does the responsibility of spreading the critical, analytic attitude come as directly as it does to those who have had the privilege of higher education, who are trained to recognize truth, separate it from propaganda and use it in public service.

Promote study and discussion of the whole problem. To do this is the privilege and responsibility of those able to take a long view. In the past education on the liquor problem has meant, sometimes, the handing out of predigested information, not always related to everyday living. Later discussion methods, in which differences in viewpoint, background and degree of knowledge are brought together build up intelligent and permanent public opinion.

Challenge conventional thinking and customs. Why not face squarely the drink traditions of influential society? Those of the university? Why not examine those among the people of wealth and privilege? Shall these continue unquestioned, while every other philosophy and custom of daily living—religion, social convention, education, politics—must answer at the bar of scientific criticism for its existence?

Substitute new customs for those that are socially injurious. Here is a service that all who have gained leadership can render to their community, their nation, their generation.

Understand the national and economic aspects of the problem. This is a responsibility for all those who see as a whole the liquor problem of today. The results of drink cannot be limited to individuals: its heaviest burdens fall on innocent victims, the community and the nation.

Seek restraint and final elimination of the forces, economic and political, that exploit and commercialize the narcotic desire for alcohol. Modern society freely utilized law in the struggle for public health. Removal of the sources of infection, the restraints of quarantine, and regulation would be ineffective without it. Alcohol is a source of mental and physical disease, ill-health, and degradation unsurpassed by any other scourge to health. Its social customs are a "carrier of disease" that seek out, and "infect" with life-habits of dependence that vast number of every-day humanity who are "susceptible" to its charm.

Examine its place in the struggle for a fuller life. To many people throughout the world, the struggle against alcoholism is one toward freedom, not against it. It seeks to avoid those burdens of inefficiency, poverty and slavery to narcotic habit that often become unbreakable in the later years of life and in the customs of a people.

Considering the basic fact that a loss of rational self direction of conduct accompanies alcoholic consumption, that an immense amount of suffering marks every society in which it prevails, that there are available almost unlimited alternatives to toxic pleasure, and that a third of the civilized world has seriously questioned its present place in society, may it not be asked:

Why not apply to its evaluation the full force of scientific and practical information now available?

What is to be gained by accepting and enlarging so unreal and dangerous a culture?

Why should the alcoholic "kick" be continuously exploited by investing capitalists and a liquor traffic?

Why should I continue to seek for myself and my group that indefinable line at which a degree of narcosis ceases to be an indulgence and becomes a social liability?

The lack is not of knowledge. The scientific information available is abundant. Investigators will continue their research and should, but the knowledge now at hand, if used, is enough to insure progress. The vital point is that influential society shall act in response to the knowledge it has, not emotionally to the pressure of custom and trade propaganda.

"Scientific knowledge is no longer the price of progress, but

the price of existence." With such customs as mass indulgence in narcotic satisfactions, the application of scientific knowledge is the price of sane existence.

The alcoholic desire, socially created and unnatural, may be socially reduced or eliminated. This the British Brewers' publicity agent well knew when, against the falling market of 1933, he warned: "We want to get the beer-drinking habit instilled into thousands, almost millions of young men who do not at present know the taste of beer."

Leadership in National Discussion

No service toward solution of the liquor problem can be more vital than that which seeks to establish approvals that are free from the social drink assumptions and practices long associated with the enjoyment of intoxication. Here the leaders of education, especially those in the higher educational fields, have an opportunity and responsibility. Drink customs are most forceful in their initial influence and their perpetuating pressure on young people and the general public, when supported by people of educational standing. No other group, therefore, can so wisely and influentially lead in counteracting this influence, explain its meaning, and do as much toward substituting healthful customs of social enjoyment, as can our college and university communities.

Someone has said that a people may be divided into three classes: (1) the leaders of thought and action, 5% ; (2) the intelligent followers of these leaders, 30% ; (3) the other 65% , who accept prepared ideas and respond to the customs and emotions of the crowd.

If this estimate is even approximately correct, may it not be asked, which way are the "leaders of thought and action" tending? If alcoholic life-habits get started in great numbers of youth, or among women, or men formerly temperate, or those with little desire to seek such pleasure, how can one avoid asking, "Whose drink custom is it, anyhow?" whose in the sense of effective social approval, or disapproval, and of the responsibility that goes with such influence?

But if many of the 5% who constitute creative leadership, plus the 35% who accompany them by discriminating choice,

have led in making and keeping liquor culture prominent and permanent in the past, they may now, as easily, lead in the opposite direction, utilize and popularize scientific information, sublimate the ancient customs of the dinner hour, and discard destructive social customs in polite and influential society.

National Culture, Freed from the Cult

The problems of alcoholic drink finally have a meaning that goes far beyond the particular form that personal or group pleasure may take of an evening. It is best expressed by a British scientific writer :

"Alcohol allies itself only too easily with all the things which undermine the moral and physical integrity of national life. It is responsible for a vast amount of broken life, which can never be stated in statistical form. Modern science is constantly revealing the danger of even small doses of alcohol—the so-called physiological dose. Is there really such a thing? Is not its action always in a pathological rather than a physiological direction?

"For many of us the evidence accumulates until we hesitate to say that it is ever physiologically harmless.

"Be that as it may . . . our appeal is not fundamentally to personal physiological safety, but to public service, an appeal to 'give' to the larger well-being of national life, to protect youth and childhood from the recurrent dangers of custom and tradition."⁴

Not many years ago July Fourth was a day of tragedy for American childhood. Big noise, the explosion of millions of fire-crackers, small and giant, was the sport of boys, girls and grown-ups. Street-car tracks of cities were lined with small torpedoes; fired by the wheels of passing cars they made the sound of machine-guns. Fire-crackers exploded in every front yard, alley and side-walk. The whole United States exploded fireworks. Thousands of children went to hospitals or were treated at home; fires raged as at no other time of the year. *Social custom approved popular explosion of dangerous fireworks* as "the way" to celebrate. But in the years since, after identification of the source as explosives in the hands of the

(Concluded on Page 63)

The Saturday Letter

November 9, 1940

By RAYMOND E. MANCHESTER

Dean of Men

Kent State University, Kent, Ohio

ONCE EACH YEAR, the theme is student drinking and each year many valuable hours are exhausted in an attempt to formulate an argument that will be effective. Those of us who watch students come and go know that excessive student drinking is *bad business for everyone concerned*, but it is difficult for those, who know from experience, to convince those who think they have *all the right answers*.

In the first place, drinking is *expensive*. Most drinkers drink more than they should drink and also more than they wish to drink. It requires money that is needed for food, books, and ordinary living expenses. Most students can't afford the luxury.

In the second place, drinking causes students to do things they would not otherwise do. Probably 90 per cent of all discipline cases would never have developed except for drinking. This argument alone should appeal to anyone with an average intelligence rating. University men, above all others, should be interested in their own welfare.

In the third place, drinking is always done on false reasoning, and all college men should be sensitive to good thinking. Take, for example, the man who drinks to "loosen up." He does loosen up and exposes his weaknesses to the public. After spending years of time in an effort to overcome his weaknesses so that he may make a better impression socially or in business he then throws everything overboard when he gets drunk. Or consider the one who drinks to gain courage or strength. He makes himself a butt for jokes and a victim of ridicule.

If drinking happened to be a new trick, there might be some excuse for experimentation and research; but every generation has tried it and every generation has obtained the same answers.

During the summer, we were touring and stopped one day at a road-side restaurant in a mountainous country. When we were eating lunch, a party of four came in, three of whom were young men of college age. All had been drinking and continued to drink while we finished lunch. At two o'clock, the party left the restaurant and with much hilarity entered a car. At three o'clock the three young men of college age were dead. One, who had considered drinking *a smart trick*, had driven the car over a steep precipice. This whole experience has haunted me for weeks. It is one that should be a lesson for all but, of course, it won't be. Even some of those who read these lines will do so with a laugh up the sleeve for, what they consider, Sunday school preaching and go on with their particular drinking stunts until they too, have some terrible experience. Then they will whine, "Why did you let me do it?" or "I wasn't myself when it happened," or "I didn't mean anything by it."

Any excessive drinking is *bad business*, but excessive student drinking is especially bad because college men are supposed to have a little more of the gray material at the ends of their spines and also to have stronger spines.

OUTGROWING LIQUOR CULTURE

(Continued from Page 61)

general public, popular discussion and law—emphatically, law was necessary—have brought a "safe and sane" Fourth, with high-powered fire-works reserved for display by experts. The death-dealing Fourth is outmoded, children's fingers and lives are safer.

When intelligent public opinion is in position to act, free from the pressure for profits, private and public, and from the influence of tradition in home and social life, narcotic pleasure, also, will be out-moded.

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JANUARY
1941

THE
INTERNATIONAL

STUDENT

OF LIQUOR IN LIFE TODAY



In This Number...

OVERLOOKED TRENDS IN EUROPE

DEVELOP SOCIAL INHIBITIONS

ENEMIES OF PERSONALITY

SLUMP-RESURGENCE IN LIQUOR
CULTURE

"BETTER OFF IN SOUTH AFRICA?"



GEORGETOWN UNIVERSITY, WASHINGTON, D. C.
OLDEST CATHOLIC COLLEGE IN THE U. S.

democracy
something
deeper than
liberty; it is
responsibility"

THE INTERNATIONAL STUDENT

JANUARY, 1941

Vol. XXXIII, No. 3

HARRY S. WARNER, *Editor*

Program for 1941

SEEK the Truth fearlessly, wherever it may be found, wherever it may lead.

Promote and provide material for study, discussion and instruction on the *Liquor Problems of Today*, making it available especially to colleges and other institutions of higher education.

Coöperate with and encourage faculty members, student leaders and workers among students *in taking leadership* in a new educational movement on these problems in the community and the nation.

Examine—and evaluate—the conventional thinking, assumptions and social customs that give support to alcoholic culture and alcoholism.

Give attention to the social and national welfare aspects of the problem of alcohol, to the *concern that sees beyond self and group* to the health and safety of society.

Aid in the creating of an educational leadership toward solution of the problem in America and the world.

Specifically: Make *easily accessible*, through THE INTERNATIONAL STUDENT and pamphlet publications, the latest and best information that may be helpful in accomplishing these purposes.

THE INTERNATIONAL STUDENT, organ of THE INTERCOLLEGIATE ASSOCIATION FOR STUDY OF THE ALCOHOL PROBLEM, is issued seven times a year, in October, November, January, February, March, April and May.

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Overlooked Trends

In the European War Situation

Editorial

ON A LATE August afternoon of 1928, marching files of young people from all parts of the city of Hamburg and its suburbs, converged, singing, bronzed with out-door health, and joyous, on a Central high school building in a mid-city park. Representing a North German section of the great Youth Movement of the Central Europe of that day, they came together, 600 strong, to express their organized idealism in behalf of a new "Kulture," an "alkoholfrei Kultur," the germ of which had spread widely among the younger generations throughout Germany, Switzerland, Holland, the Scandinavian countries, Finland, Yugoslavia, and the Baltic states, and that had its counterpart, in varying form, among the younger people of Great Britain.

These German youth, that Sunday afternoon, were attending a mass-meeting of their own making, an anti-alcohol Youth mass-meeting. They spoke for themselves. They had, also, a noted speaker, a German educator and scientist. They had singing, much joyous expression, an objective—that their country, not yet free from the pinch of after-war poverty, might be strong for better living in the future. And they were facing that future in a vision that included the removal of the burden of alcoholic drink and inefficiency from the life of their new Republic, then struggling for freedom from hampering economic and political traditions of the past.

Never will I forget those marching groups. I marched with them, trailed them, joined their meeting in the school auditorium, heard their shouts and singing, listened to their speakers. For they were a cross-section of the 4,338,000 young people under twenty-one in the German Youth Movement of those years. This section of German Youth stood clear-cut and strong for abstinence from alcoholic beverages; the other

national groups, disapproving liquor generally, emphasized personal and group freedom from drink customs and practiced temperance, although not making it a particular item in their program. But the 4,000,000 in Germany, and many in other European countries, in their endless open-air recreations, their forest and mountain hikes, their singing and marching and folk-dancing, were seeking openly a new freedom, along with other aims—a freedom from the murky beer-hall and conventional beer-garden customs and ideas, and the dullness of beer stupefactions that absorbed so large a part of the recreational hours of their parents. Generally the great Youth Movement of that period regarded the Beer Mug as a symbol of a day that was passing.

Healthful New Force

A few years later, caught by the swing of the Nazi revolution, they and their successors were absorbed into the Hitler Youth. But they brought with them, their strong emphasis on healthful physical and mental living, their love and enthusiasm for their country, their trained physical strength and much of their reaction against the drink traditions that continue to hamper the lives of developing youth in most countries. As a result, Hitler youth, whose members are expected to abstain, regards itself as one of the largest temperance organizations in the world.

Now, twelve years later, *these healthfully trained younger men are a decidedly new force* in the armies of the Fuehrer who, for himself and his fellow officers, emphasizes great limitation in alcoholic indulgence.

One need not be a friend of dictators, to acknowledge this one source of Nazi strength. For it grew strong, long before Hitler's day, among millions of the younger people of mid-Europe. The slump in allegiance from Gambrinus, and his fellow alcoholic gods, was marked in Germany, during and after the World War, due, first, to war restrictions, then to economic poverty—but largely, also, to the intense desire among youth to free themselves from all that tends to keep them from giving their best in service to their country. Resort to alcoholic pleasure, to the time rearmament began, was decreasing; drink practices were questioned, as they had never

been before; among the young, especially, they were beginning to lose their hold. Anti-liquor activities were increasing. A movement to limit the number of liquor selling places was gaining ground; about 1925 a petition, to the Reichstag, seeking a form of local option as to liquor selling, circulated largely by students and professors, obtained over 2,000,000 signatures.

In Great Britain, Denmark, Sweden and other countries, the per-capita consumption, measure of popularity and profits, had decreased during the years 1920-30. In England the recession, begun in 1900, continued steadily to 1932. A brewers' research expert, reporting the trend in 1931, stated that young men were deserting the public house, that its drinking customers were middle-aged and older men. To insure patrons for the future, he proposed a national advertising campaign to win the youth of Britain back to the beer of their fathers.

Opposite Trend in Wine Countries

But while Central and North Europe were moving *away* from their age-old dependence upon alcoholic pleasure, the wine countries, especially France, were moving in the opposite direction. Little affected by the "youth movements" and temperance educational activity, but strongly guided by continuous wine-trade propaganda young Frenchmen of the two decades have been sharing in the heaviest average per-capita consumption of any country on earth, one that exceeds that of all modern French history, as well. Wine producers accumulated an excess stock—more than could be sent abroad or used at home. To increase the amount used seemed to the wine trade to be the way out. To the heaviest users of alcohol in the world, this addition seemed to mean little; under peace conditions its effects were unnoticed, but when the crisis of war arrived, its effects on health, efficiency and morale could not be avoided.

While the generation of British, Finnish and German youth, that furnishes the fighting forces of the present war, for twenty years, had lived in and grown to manhood in a period of *receding* drink dependence, their fellows of corresponding age in France had grown to maturity and received their military training in a steadily increasing atmosphere of dependence on

alcohol for release from ills. Naturally, in the dreary months of the "phony" war back of the Maginot line, their accustomed resort to wine for relief was not less, rather more than usual.

After the collapse of the French armies, the alcoholic factor in what happened came to the front. A news report from Vichy, in the *New York Post*, dated August 24, reads:

"A government spokesman said today that alcoholism was the chief cause of the moral collapse of the French army under the German attack, and that it was the worst of the four problems of France.

"The other three he listed as tuberculosis, cancer and syphilis.

"He said drunkenness was rampant in the army during the eight months of inactivity at the start of the war; that a single hospital in the fourth army area had 814 cases of delirium tremens during January, and that the 'disastrous era of intoxication' by young French soldiers had caused most of the cases of nervous breakdowns and shellshock when they had to face the German dive bombers and tanks."

When the war started a year ago, France had long been the heaviest drinking nation in Europe, having one bar for every 80 inhabitants, and a per capita consumption of 20.64 litres of absolute alcohol annually, as compared with Belgium, 7.83 litres; Denmark, 2.37 litres; Finland, 0.47 litres; Germany, 3.18 litres; Great Britain, 5.12 litres; Italy, 11.8 litres, and Netherlands, 2.15 litres.

Quantity Trends in Narcotic Pleasure

The *trend* in alcoholic consumption in a nation, is significant—the increasing or the decreasing absorption of quantities widely distributed among all classes, groups, conditions and ages. Its narcotic action, thus, is wide and continuous, reaching and affecting the health, the mental and physical stability, and the morale of all who are susceptible—all who learn by social custom, or otherwise, to count on it for their release from daily ills, real and imaginary. And the number of these in every nation is very great, including the vast majority, at least occasionally, in ordinary life experience.

This trend in national, mass-consumption of alcohol—of popular resort to alcoholic escape—had been downward for

An Adequate Program

In Liquor Problem Instruction

MUCH THAT COULD BE TAUGHT in the regular course is now neglected. . . . An adequate program will need the coöperation of all the members of the faculty. If the information comes to students through the normal channels of courses in biology, hygiene, physiology, psychology, economics, sociology, history, home economics, ethics, etc., they will absorb it and accept it. Our problem is to get the proper information launched into these channels.

—R. E. MENDENHALL, Professor of Education,
Otterbein College.

years in the North European countries, in some of the smaller countries, and decidedly in Great Britain for thirty years. In Germany it was stationary, after a great decrease at the time of and following "World War No. 1," but, in France and the wine countries, in this same period, the trend has been in the opposite direction.

Spread widely through the daily living of the generation that grew from childhood following the first war, that had to fight the second, these *national trends* in alcohol consumption—in relatively popular resort to increasing or decreasing quantities of alcoholic release—seem to have registered already in the character and morale of at least three or four European nations.

IN SCIENCE there is strength, but we must look to religion and religious leaders if that strength is to be applied in the best way. The more we learn through science, the greater becomes the need to elevate our ideals.—Arthur H. Compton, Nobel Prize winner; Professor of Physics, University of Chicago; "Washington Post," Oct. 12, '40.

I APPRECIATE very much "The International Student" and I like its new edition.—Frank H. Sinnott, Fairville, N. B.

Develop Social Inhibitions

Says California Safety Council

RIGHTS OF CITIZENS to use highways with maximum safety should be protected from drinking drivers! Such is the belief of Dr. Elam J. Anderson, president of the University of Redlands and Director of the California Safety Council.

"It is the drinking driver who is the real menace on our highways," contends the safety educational leader, "and not the drunken motorist alone. During 1939, 18,321 highway collisions involved driving by persons who had been drinking. When we realize that this number represents 50 per cent increase over the previous two-year period, it is a cause for alarm."

One out of every eight pedestrians injured can be ascribed to the driving of persons under the influence of liquor, Dr. Anderson points out in decrying the callous and indifferent attitude toward drinking drivers. Continuing he said:

"By what manner of tolerance do the citizens continue to put up with such criminal negligence? The roads are public highways for use of citizens everywhere. A man who drinks and then drives, completely interferes with, and is utterly oblivious to, the rights of others."

To curb drinking driving and so protect lives and property, Dr. Anderson believes citizens should change their present indifferent attitude to the situation and help prevent traffic disasters.

"Unless we can build public standards so determined that they will develop social inhibitions on the part of persons who are driving, I see little hope for improvement in the present high rate of traffic accidents."—From *Safety Bulletin*, 7A-40.

THE MOST DANGEROUS poison widely included in the human diet is alcohol, affecting nearly every tissue of the body but having a particularly toxic action upon the tissues of the central nervous system.—Dr. Emil Bogen.

THE ODDS are 20 to 1 if you slip into a pub., you'll slip coming out.—R. B. S. Hammond, Sydney, Australia.

"Certain Enemies of Personality"

By ALBION ROY KING

"In our preoccupation with the emergency measures for national defense that focus our attention, we must not forget that the basic need is a body of young men and women with good health, moral and spiritual maturity, and democratic idealism. Probably the greatest handicap in the prosecution of the World War of 1917-18 was the large percentage of men who came to the defense of the country, illiterate, under-developed and morally unprepared. For this reason, the basic work of education is necessary to national defense."

A FOURTH AREA in which the program of educational guidance needs to function, might be called "defense against certain enemies of personality."

Every counsellor of youth realizes that the community furnishes many subtle influences toward the development of habits that destroy effectiveness in whatever the position a student may enter. I have in mind, particularly, the study of alcohol and narcotics and the demands of temperance for effective adjustment and happiness in life. The law in Iowa requires that teachers in the public schools give instruction in the effects of alcohol and narcotics. Commonly this responsibility is relegated to a few lessons in a hygiene or physiology course mostly in the elementary grades.

Education Inadequate

This procedure is wholly inadequate. About all that can be done is to list the harmful effects upon the human body and in society, on the assumption that the pupil will be negatively

Condensed from a radio address, "National Defense and Guidance in the Schools," by Dr. Albion Roy King, Dean of Men, Cornell College, Mt. Vernon, Iowa, November 16, 1940, in which he discussed (1) Individual Needs of Students, (2) Vocational Guidance, (3) Social Guidance, and (4) Personality Problems.

conditioned against their use. It is inadequate because of the fact that as soon as the child attains sufficient maturity to observe the habits of his neighbors, he finds many people indulging whose lot in life is not immediately degraded thereby; he naturally assumes that his early training was fallacious.

Present Situation

That our education on this matter is woefully inadequate has been revealed by a recent survey of 15,000 senior high school students in typical American cities. Only 60 per cent of these boys and girls were able correctly to classify alcohol as a narcotic. Forty per cent were of the opinion that alcohol was either a food or a stimulant. One of the most elementary facts on the subject is the modern scientific demonstration that alcohol always acts upon the mind as a depressant and narcotic, and that it never in any way provides food or stimulation to the functioning of the body. If the outcome of our elementary education were to leave 40 per cent of our people believing that the earth is flat, we would be horrified at the inefficiency of our educational system. Yet, as a matter of fact, the rotundity of the earth is hardly less effectively fixed in our scientific knowledge than is the fact that alcohol is narcotic and depressing in its effect upon the mind and behavior. I doubt very much if it is even as important for our boys and girls to know that the earth is round as it is for them to know the exact nature of so common a drug as alcohol. Only one out of five young people in the survey knew that alcohol does not warm the body when cold, but rather that its effect is to reduce temperature. The survey also revealed the fact that 43 per cent of these young people have already developed drinking habits.

Problem to be Faced

Even more serious is the undoubted fact, not covered by the study to which I have referred, that very few people ever think of the alcohol and narcotic problem as essentially one of motivation and personality adjustment. The effects are primarily not upon the body, but upon the mind. They have very powerful and subtle influences on the way people feel and the way they think. Consequently, a guidance movement in the

The Mischief Maker

IT IS WELL TO REMEMBER that all nations have agreed to limit the sale and distribution of opium and cocaine to the needs of the sick.

Yet it is true, that while the immediate effects of alcohol are less injurious and its habit-forming effect slower and less universal than is the case with opium and cocaine, the aggregate of mischief being done to the health of the people of the United States each year is greater than that caused by all the other habit-forming drugs combined.

—HAVEN EMERSON, M.D., Professor of Public Health,
College of Physicians and Surgeons, Columbia University,
in a radio address.

school which seeks to develop healthy minds and well-integrated personalities should include an understanding of the motives which lead people to indulge in these drugs. For the failure and unhappiness of people often are connected with the use of alcohol. When a young person, taking a job, finds the difficulties in his situation so great that the job fails to yield him the satisfactions which employment ought to give, his temptation is to compensate by the artificial satisfactions provided in a Saturday night spree.

Natural vs. Narcotic Satisfaction

Daily work ought to provide every person that sense of achievement and success, and its profits or wages ought to give him that sense of security, which are among the deepest satisfactions of life. That is what the sages and religious prophets meant when they said that one's vocation in life is a divine purpose. But when the difficulties come in making good on a job, when a sense of failure overtakes the individual, when earnings are insufficient to provide security, the artificial expansion of his ego which a bottle of rum provides gives many

a man his deepest satisfaction in life. But it can be marked down as fairly certain, when this begins to happen, that his doom is sealed. Education may not protect young people from the tragedies of existence; that it cannot do. But it should give them the right technique for courageous and intelligent facing of the difficulties that are inevitable. Narcotic and alcohol problems are essentially problems in this adjustment.

The need for a better educational program for temperance is recognized, and many proposals have been made. The State Board of our organization has given careful study to such proposals. It is our judgment, first, that no mere campaign of dissemination of information about the effects of alcohol and narcotics, with the objective of preventing the start of habits of imbibing because of the evil picture, and especially such a program which concentrates upon immature minds, will ever be effective. Second, we believe that the alcohol and narcotic problem is so much a problem of personality adjustment, and so closely related to the problems of vocational success and social effectiveness, that no program of temperance alone will be sufficient. It should be an integral part of this larger program of guidance.

But, it is said, what you are talking about is character education, and that, of course, is the truth. But character is the general outcome of all education and the word, on that account, is inadequate to define any specific process in the educational program. It is too general. The word "guidance" is better because it describes the functional procedure which educators must use.

A PLANT may be born a weed, but it need not remain one.—Luther Burbank.

STOCKHOLDERS of the Curtis Publishing Co. voted recently 1,756,262 shares to 70,945 against accepting liquor advertising of any kind in the "Saturday Evening Post."

WHEN AMERICA'S keenest minds are using the newspapers, magazines, movies, and radio to entice youth to drink whisky, smoke cigarettes, and make heroes of criminals, these youth should have opportunity to hear the other side of the argument from someone.
—Roger W. Babson.

Slump and Resurgence in Liquor Culture

By HARRY S. WARNER

DURING the first thirty years of the twentieth century, questioning of the value and place of alcoholic pleasure in modern life grew increasingly wide and insistent. In North America, the British dominions, and northern Europe it was pronounced; it was active in central Europe, South America and Asiatic countries, only in lesser degree. A militant anti-liquor opinion was growing in practically every country of the world.

Questioning Leads to Action

The previous century of "trial and error" experimentation had brought out and tested a vast variety of proposed solutions, reforms and methods of control, moral, educational, religious, and political. In each of the countries where the movement was far advanced, most of these methods were being tried in one form and another. Modern nations were "temperance conscious." A sense of social responsibility for the continuation of such alcoholic indulgence as produced drunkards, took the income of the family and added to the public cost of caring for the victims, was growing rapidly. Increasing numbers, especially in the English speaking and Scandinavian countries, were breaking away from drink customs. The proportion of occasional and non-users to heavy drinkers was growing. A sense of moderation was found even in the countries where wine customs are dominant in industry and the daily living of the majority of the people. A non-drinking attitude, that threatened the ultimate fate of the liquor traffic, had gained strength in various countries. The manufacture and sale of liquor was taxed, controlled, regulated, hedged about to a degree wholly unknown in any previous world experience.

After steady increase in liquor consumption and quantity production during the nineteenth century, a clear reversal in

world trends had begun to take place after the first years of the twentieth century.

Grip of Tradition Relaxes

In the United States, after 1910, a decided change in the direction of trends in the alcohol problem became clear. Forces that for years had been working to break the grip of the alcohol tradition began openly to yield results. The moral and social influence of the church, the scientific instruction on the effects of alcohol in the public schools, the education and propaganda activities of the temperance organizations, the attention given to the new scientific information of the effects of liquor on efficiency, the experience of many industries in limiting liquor to employees, the rigid rules of the railroads against drinking, the political and social corruption of the saloon, the aggressiveness of the liquor traffic, its efforts to increase sales in spite of open excesses,—all of these factors working together, some of them for twenty-five years, others for a century, had brought the struggle over the liquor problem to a “showdown” stage.

In 1911, for the first time since the United States became a nation, the annual per-capita consumption of liquor failed to increase. From that date to 1914 it remained stationary. Then followed quick and great decrease. The change in the trend of consumption is the more significant since the period was one of great prosperity, for such periods ordinarily show increased use of alcohol by all that share in the larger wages, salaries, and profits then available.

Just before the opening of the World War people in growing numbers were giving up liquor pleasure. They were turning toward normal outlets for emotional relief. With wages fair the saloon in many places was losing its claim as the “poor man’s club,” the only place where, after a hard day, low-paid workingmen could find a means of escape. New opportunities for recreation, none too many, to be sure, but real, were increasing. The automobile, at first a wealthy man’s luxury, was being produced at low cost for the average, and very soon, for the poor family. The alcohol tradition was loosening its hold partly as a result of better living conditions, partly on account of education, and partly because of legal limitation or banish-

ment of the public places of sale. These far-reaching results were deeply grounded long before America entered the World War in 1917, and were not at all a consequence of war prosperity or war enthusiasm.

The reduction in per-capita consumption of liquor at this time is outstanding. The following table includes the total of beer, wines, and distilled spirits:¹

1911—peak year	22.81	gallons
1914	22.66	"
1915	19.99	"
1916	19.61	"
1917	20.20	"
1918	16.11	"
1919	9.28	"
1920	2.84	"

During these years two major influences, in addition to those mentioned previously, must be regarded as basic facts in the changes taking place. First, because it began to develop earlier, was the movement that culminated in national prohibition; second, the upsurge of idealism and willing sacrifice to the national and social welfare just before and at the time of the entry of the United States into the World War in 1917. These developments, culminating the struggle of years, in the temperance movement made the ten years from 1918 to 1928 the lowest in the consumption of alcohol as a beverage of any period in any great modern nation. The liquor traffic had received the greatest blow ever administered to such an institution. The manufacture and sale of liquor seemed to be headed toward extermination.

But this drastic advance against alcoholic tradition was not limited to the United States. In Canada the temperance, abstinence, local option and prohibition movements were parallel with those of the United States. They culminated in prohibition for the period of the war and demobilization.

In leading countries of Europe, a decline in the per-capita consumption had begun earlier than in the United States. The number and variety of legal restrictions were increasing. The trend was clearly toward less drinking. In Great Britain² the per-capita indulgence of the four years 1900-1904 was 30.74

gallons of beer, 1.06 gallons of spirits, and .36 gallons of wine; in 1910 to 1913 the beer average was 26.7; spirits, .65; and wine, .25, a clear-cut reduction in all three varieties. During the World War, when distilling was almost prohibited, production of beer greatly reduced, and the hours of sale shortened, consumption slumped to a much greater extent. In Germany the use of beer was reduced from 112.9 liters in 1900-1904 to 102.1 liters in 1910-1913; distilled liquors, from 4.04 liters to 2.08.³ Then during the war, brewing was drastically reduced to save food material and strengthen the people to meet the national emergency. In France a reduction occurred in the average per-capita consumption of wine from 145 liters in 1900-1904 to 129 liters in 1910-1914; but there was a slight increase in the consumption of spirits, from 3.77 to 3.86 liters, and a considerable increase in beer from 27.7 to 32.9.⁴ But, on the whole, with wine the national drink, the total trend was downward. During the war France also enacted control to some degree, and prohibited the use of absinthe. In Denmark a marked reduction was brought about by scientific education, industrial pressure, and local option. Drastic limitations on production during the World War increased industrial efficiency and improved working conditions and public health. In the other Scandinavian countries, similar trends toward decreasing use of alcoholic beverages, with marked social improvement and the substitution of healthful recreational activities, were noted, first, during the normal period preceding the war, then more decidedly during and after the war, many of the gains marking permanent advance.

Questioning Among Youth

The questioning of the social tradition of alcohol was especially significant when it occurred, as it did among the younger people of many countries. In the United States, the younger generations had shared fully in all the temperance, local option and prohibition movements that marked the country from 1900 to 1920. In the colleges and universities students took an active part in study, discussion and organized anti-liquor activities. In the church societies of young people, that reached vast memberships during this period, anti-liquor sentiment was positive, militant. The young people in the re-

ligious and educational groups of the country were moving against all forms of liquor indulgence, the customs that supported them, and the traffic that supplied them. To millions the banishment of the saloon became a national objective on the road to a better day. The idealism of American and Canadian youth was enlisted in large part in the struggle against the liquor traffic. And this attitude continued generally to about 1930.

In Europe, the millions in the youth movements, previous to the rise of totalitarianism, while mid-Europe was relatively democratic, were discarding drink customs and replacing them with out-door games, hikes and folk dances. Drink compulsions in the universities were losing force. Young people of Great Britain were not seeking beer enjoyment as had their fathers when young. A British brewers' research expert in 1931 reported that young men were deserting the public houses; that most drinking customers were middle aged or older; that the brewers must advertise widely to attract youth.⁵ "A striking feature in the revolt of modern youth against conventional customs and social habits inherited and adhered to for generations is their attitude to the alcohol tradition," wrote an English observer in 1931.⁶ "If proof of this change in thought and habit is needed it can be seen in the great beer-advertising campaign recently launched by the brewers, the director of which said, 'the chief customers of the public house today are the elderly and middle-aged men.'"⁷

In Germany the youth movements that grew strong after the world war regarded the beer mug as a symbol of an age that was passing. Expressing a passionate protest against materialism, artificiality, and old social customs, they sought cultural freedom and outdoor activities. Some national groups required abstinence; others, the largest and best known, limited use. In 1926 the societies in the general council of German youth included 4,338,850 young people below 21 years of age.⁸ Millions of young people were growing up in Germany with an attitude toward drink traditions that contrasted strangely with that of their fathers.

In the Scandinavian countries student movements against alcoholism were influential. In Sweden a national student organization conducted annually an educational and cultural pro-

gram that had as its goal the replacing of drink traditions of the educated and upper classes with new recreational, social and cultural interests. They sought to use the prestige of education toward the removal of drunkenness among the middle and lower grades of society. Similar activities with similar aims were growing among the students and "studying youth" of Finland, Holland, Denmark, Esthonia, Jugoslavia, and other countries. In Japan, organized student activity was strong in the universities, colleges, and other higher schools.

Altogether, the evidence of a growing world movement against alcoholic customs, trade and culture were far-reaching. The beginnings of a young leadership in social culture that had set aside drink traditions was recognized not only in the United States, but in European countries as well.

War Experience of 1914-18

Serious questioning of the social usefulness of alcoholic drink as a popular beverage was so strong by the opening of the World War in 1914 as to suggest early programs of drastic restriction. Regarding liquor use in times of emergency as an avoidable source of inefficiency and disorder, every belligerent country took steps to reduce production and sale. The amount of grains, fruits and other materials permitted to brewers and distillers was sharply limited; the hours of sale reduced; saloons and public houses in industrial communities were closely supervised; those near to army camps, removed to greater distances or banished. The great reduction in the quantities consumed during the four years and immediately after afford a valuable field for study of the results of limited alcoholic consumption.

In Great Britain, first to act, the reduction in drinking and drunkenness was immediate, "enormous" as described by an official of the Central (liquor) Control Board. "Taking 1913—the year before the war—as a standard, the convictions for drunkenness in England and Wales fell in 1915 by 28 per cent; in 1916, by 56 per cent; and the first quarter of 1917 by 66 per cent. . . . A decline of this magnitude is without parallel in licensing history. It coincides with the application of war-time restrictions on the sale of drink, and it will be seen that the decline in convictions progressed with the develop-

ment of the restrictive policy."⁹ It was shown that the trend toward sobriety would have been yet heavier had not the proportion of police to the population been reduced by enlistments.

One of the first restrictions was applied to social drinking and treating in the public houses. " 'No-treating' was the rule for seven weeks—before the full order came into force. During this term the weekly average of convictions for drunkenness in greater London fell from 1,070 to 792, a decline of 26 per cent."

Medical reports, industrial statistics, reports of alcoholic disease and mortality, all confirm the trends toward sobriety in Great Britain during the period of heavy liquor restriction. The slump in per capita consumption was "at least 20 per cent in the quantity of alcohol consumed in the form of spirits." This took place at a time when the abundance of money available to everyone "would normally have led, as in earlier cycles of industrial activity and high wages, to an expansion of the expenditure on strong drink." "The policy of drink control prevented to an impressive extent the indulgence in alcoholic liquors which leads to inefficiency, disease, and acts of violence."¹⁰ And this occurred in spite of those influences that ordinarily make for intemperance: the tensions of the war, injury and loss of friends, threats of air-raids, the break-up of home life, and the increase in wages and the number of wage-earners.¹¹

In Germany the reduced production of liquors "had inordinately good results for the masses, and made good at least a part of the injury of the war," wrote Prof. Emil Kraepelin, Munich, after a scientific study of the results.¹² In Bavaria, noted for its beer, the per capita consumption dropped from 232 liters before the war to 138.8 liters in 1918. At the same time the alcoholic content of the beer was reduced to "not much more than one sixth of the amount" under normal conditions. "The results were seen in the health of the people. . . . in Bavarian hospitals the number admitted for alcoholism and delirium tremens decreased from 2,598 in 1910–1913 to 476 in 1915–1918." The number of deaths due to alcoholism decreased from 1.46 per 10,000 in 1912 to 0.28 in 1918; the suicides charged to alcohol from 4.10 per cent in 1911–15 to 9.85

per cent in 1916-18. "Especially pleasing was the fact," says Professor Kraepelin, "that the infant mortality in spite of the unfavorable situation with respect to food (the period when Germany was half-starved) decreased also, nursing mothers and infants not being given beer as formerly."

In Denmark the death rate of males between the ages of 25 and 64 showed a sudden and marked decrease after the institution of restrictions forced the diversion of food substances from the manufacture of beer and spirits to direct food purposes.¹³

Approaching a Crisis

Popular interest in alcoholic pleasure came gradually to reflect, to some extent, at least, the changes taking place. The world production of beer, according to the Encyclopedia of the Social Sciences¹⁴ in 1900 was 237,354,000 hectoliters. By 1925, not including the United States, it had dropped to 139,819,000 hectoliters, or 41 per cent. The world production of distilled liquors dropped from 18,075,000 hectoliters in 1900 to 7,734,000 hectoliters in 1927, excluding Russia, the United States and Switzerland. During post-war years, the production of distilled liquors declined generally over Europe. "With the exception of wine, the trend in liquor consumption showed a material decline between 1900 and 1929."¹⁵ In Great Britain the ratio of public houses to population dropped from 33.94 per 10,000 in 1895 to 19.77 per 10,000 in 1929. After 1900 the per capita consumption of all alcoholic beverages declined almost continuously for thirty years. Altogether, the trend of per capita consumption was downward previous to the World War, during which it was yet more decidedly reduced. And this trend continued for about ten years after that war.

Tradition Challenged

On the whole, during the first thirty years of the twentieth century, a new non-drinking type of living was spreading widely in modern society. The serious questioning of years, re-enforced by scientific research, industrial demands for efficiency and church leadership, had differentiated a large and growing non-alcoholic group in many classes of many peoples. The number and percentage of non-drinkers was increasing. The custom of depending upon liquor for enjoyment had been

replaced for millions by the moving picture, the automobile, wider travel, and the non-alcoholic drinks already widely popular. Alcoholic culture was losing prestige. Its value had been challenged. The vision of a future that would be free from drunkenness and its social burdens, was being transformed, gradually, by practical steps into actual accomplishment. For the first time in the world's history alcoholic culture was on the defensive, required to show improvement or face the prospect of being relegated to the passing "horse and buggy days." Drink customs had lost caste among the middle classes that constitute the effective majority in most democratic countries.

The decade of 1920-1930, demonstrating this view, stood out as the period of lowest alcohol consumption of two centuries, in North America, Great Britain and other North European countries.

As expressed by a popular writer, society no longer was "organized for boozy people. The whole social fabric is trying to clean away the alcoholic dust and rust which have clogged and befouled and hampered it. Slowly but irresistibly the tide is setting toward a sober way of life."¹⁶

Very significant was the effect of these movements by 1930 on the liquor traffic, legal and illegal, and the friends of that traffic in capitalistic and influential positions. The challenge of increasing "dryness" stirred and strengthened resistance. As expressed by the British brewers' publicity man, "The chief customers of the public house today are the elderly and middle aged men. Unless you can attract the younger generation to take the place of the older men, we shall have to face a steadily falling consumption of beer. This is a very serious matter indeed."¹⁷

The *social tradition* of beverage alcohol had been challenged. The intoxication cult was facing a life and death struggle. The liquor trade, liquor profits, the whole liquor institution were on trial.

Resurgence of Customs and Culture

But reversing the trend of fifty to one hundred years an increase has been taking place since 1930 in the tendency of people to seek the pleasures of intoxication. Former customs have been revived; new ones promoted among the groups where pre-

viously they were limited or non-existent, such as young men, young women, and women generally. Even in some church groups, where liquor was discredited by childhood teaching, and religious and cultural ideals, social customs now make it fashionable to serve, and to urge guests to accept, the drinks of today. The trend of culture for years was to regard liquor pleasure as questionable, socially and morally; now it is favorable, or indifferent. For the time being, there is a popular turning toward drink customs and philosophies. For fifty years before the World War, and for ten years after, the drift of social practice, religious and educational leadership, and the influence of the middle classes that make up America, were against alcoholic indulgence, even when the per capita consumption was increasing, as it did in 1911.

In other countries, for varying periods, customs and traffic remained under restraints following the World War. The observed results of these war restrictions, the previous half-century of temperance agitation, increasing scientific information, a renewed demand for industrial efficiency co-incident with after-war poverty, and the example of prosperous America were reaching positive forces. But parallel with them, during the decade of the twenties, were other changes, in culture, moral and idealistic standards that followed the World War as they have other wars of history.

First, a reversal in idealism, a moral "let-down." A psychologist of the period said: "The world has had a thinking spasm of unusual severity; it must now have a fling."

Second, the financial depression of the United States and the Western World that began in 1929. Co-incident with these changes and a slump of popular confidence in the ability of democratic processes, came a world-wide reaction in the anti-liquor movement. Western civilization turned again toward the pleasures of alcohol to find escape from the weight of problems that it had not the realism or ability to face squarely.

First of the restrictions against liquor to fall, at various times during "the twenties" were the war-time limitations on manufacture, hours and conditions of sale. With the coming of communism, Russia repealed her limited prohibition and made the sale of vodka a monopoly of the government. Nor-

way and Iceland, under pressure of the wine countries, discontinued their prohibition of spirits. Legal banishment and local choice dropped out of the program in Sweden, and controlled sale became permanent. Finland in 1931 repealed prohibition. In Germany the lifting of limitations on the amount of barley allowed the brewers gave new life to the beer custom as prosperity returned.

A world phase of the situation was the development of a continuous wine crisis in the wine-producing countries.¹⁸ The ancient vineyards and famous wine companies of France, Italy, and Spain, heavily restricted during the war, were further damaged by the temperance movement of the Scandinavian countries. Prohibition in the United States was a serious blow to the wine industry which, for a century had been selling large quantities at high prices to wealthy Americans. To meet the situation they promoted rum-running to the United States and brought treaty pressure to bear on Norway, Sweden and Iceland. Following strong international pressure and propaganda from the wine interests of France and Spain it became difficult, if not impossible, for the northern countries to enforce their laws against liquor importation. International wine propaganda in the United States and Canada also, had an important part in changing public attitudes in North America.

From all quarters of the globe, in the early 1930's came reports of increased drinking and trade promotion. In Palestine prior to the British mandate there were twenty-five licenses; in 1936, one thousand or more. From the heart of Africa Dr. Albert Schweitzer wrote: "On the banks of great rivers are the ruins of abandoned huts. 'When I came out there fifteen years ago,' said a trader, 'these places were all flourishing villages.' 'And why are they so no longer?' I asked. He shrugged his shoulders and said, 'Alcohol.'"¹⁹

In South Africa the consumption of liquors increased three and one-half million gallons from 1935 to 1936. From Ireland, Father O'Mara reported a situation typical of other countries: "Better-class girls are drinking and girls of the humbler classes are following their example . . . with the Irishman's lack of self-control." Denmark, where a decided reduction in liquor had occurred, had an increase after 1932, as also did Sweden.

In South America consumption trends turned upward. A President of Chile proposed partial destruction of the nation's vineyards because "the consumption of alcohol by Chilean working classes had increased fantastically."

In Great Britain and Australia the resurgence in drink customs was parallel in time to that of the United States. It became prominent and was heaviest between 1930 and 1936. A writer in a London scientific magazine showed that "cocktail parties are rapidly increasing among young people in certain sections of society and are proving a menace in health, happiness and a conduct of life."²⁰ This increase occurred among those young people who pattern their conduct after fashionable society. A writer in a 1930 book of London fashions, making the same observation, forecasts the future of such fashions: "At present, the cocktail party still finds favor chiefly among its original devotees, but there is every sign that its popularity will extend to wider and more important spheres, and pessimists have prophesied that it will become an integral part of our daily life, like the afternoon tea habit."²¹

"The year 1936," wrote a British research expert, "has shown a steady increase in employment, a steady increase in wages, a steady increase in the facilities for obtaining intoxicants, a steady increase in the consumption of alcoholic liquors of all kinds, a steady increase in proceedings for drunkenness and a steady increase in brewers' profits."²² The increase in beer amounted to 18½ million gallons, or 2½ per cent over 1935, and 145 million gallons, or 20.9 per cent, over 1932. The consumption of milk that year was 835 million gallons, as compared with 836 million gallons of beer.

In the United States

In the United States the resurgence became strongest in the years 1929–1936, co-incident with the greatest financial depression of recent history, and with similar reactions in Great Britain. Public opinion in general supported the prohibition policy, in spite of much violation of law, until the financial depression had brought a sense of despair to all groups and types of people.

After repeal of the 18th amendment the withdrawal of state and local restrictions followed in a tidal wave. New and old

drinking customs multiplied. There is no record in American history of so rapid a rush of men, women, and young people toward alcoholic beverages and alcoholic types of pleasure as that which characterized the first four years under repeal. Drink customs became dictators of style, etiquette, habit and policy in high society and low.

The significance of the ebb and flow of the alcoholic tide is far-reaching. It points to several factors which must be considered in an analysis of the problem of today. Among these are indications that the determining force in the consumption of alcohol is not so much the mental make-up of individuals as it is the social attitudes that they share with others—the strength of drink customs, the propaganda of the trade, the policies of control by the government, and the educational background of the people. Neither the establishment nor the repeal of prohibition in the United States were isolated events—they were American expressions of world trends, first against alcoholic pleasure, and then in its favor.

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Liquor In Life Today

*Seek the Truth
Come Whence It May
Lead Where It Will.*

Seeking Lost Charm

ONE CAN UNDERSTAND the very human motivation for much of this drinking by women. They seek through the medium of alcohol to revive their lost charms, to become interesting and possibly seductive to men, as they were in the days of their youth. The group which furnishes the greatest number of offenders are not the flappers or the debutantes, but rather the married women from 30 to 45, who strive with pathetic earnestness to become fresher, lovelier and more beguiling through imbibing a combination of gin, whisky and cocktails.—DR. L. F. FREED, Chairman, Sociological Society, Johannesburg, S. A.

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Social Drinking

Social drinking, which leads to alcohol addiction, is the cause of more idleness and deaths than any other single factor in the United States. Life insurance statistics prove the truth of this assertion.—DR. SEALE HARRIS, President, Medical Association of Alabama.

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Why Bootleggers, Now?

Bootleggers operating stills in Cuyahoga county [Ohio] produced sufficient illicit liquor, which found a ready market in the city, to defraud the federal and state governments of more than \$200,000 a month in taxes in the fiscal year that ended June 30.—*Cleveland Plain Dealer*, Aug. 6, '40.

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Drown a Drink Source

Advertising or propaganda of alcoholic beverages, if it can not be stopped altogether, must be drowned out by the voices of the state and the party which represents the interests of national health and welfare.—DR. OTTO GRAF, Psychiatrist, Dortmund, Germany.

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Largest Bootleg Still

Smashing their way into what was ostensibly a fruit and vegetable store at 100-102 Murray street, in the heart of the produce market, a raiding squad composed of two-score United States Treasury agents and city detectives, seized the largest bootleg alcohol still ever uncovered in this country, arrested fourteen persons and brought to an end an alcohol tax fraud which has cost the government an estimated \$3,650,000 in the past year.—*New York Sun*, Oct. 11, '40.

"Are We Better Off in South Africa?"

Road Accidents in America and Africa

WE PREFER TO QUOTE from non-temperance sources, as statements by temperance people are apt to be viewed as the vaporings of fanatics.

I. The "U. S. A."—of America

The Travelers Insurance Company of the United States, concerned with the lessening of claims through the promotion of road safety, does not care a hoot about the alcohol question, except as a factor in traffic accidents.

In its tenth annual booklet on traffic accidents, the Company says: "The death total last year, 1939, reached 32,000, neither substantially better nor worse than the record for 1938. Sizeable decreases recorded in the first three quarters of the year were completely wiped out by discouraging monthly increases in the final quarter. Non-fatal injuries increased by 64,000 over the previous year, bringing the total to 1,210,200."

The National Safety Council reports 7,200 dead in the first three months of 1940, 7 per cent over the corresponding quarter of 1939. In March alone, 2,440 persons rode or walked to their death on U. S. streets and highways—220 more than in March of the previous year, an increase of 11 per cent. March was the sixth consecutive month with a higher traffic toll than the corresponding month of the previous year.

We now quote from official statistics. In 1937, when traffic accidents reached their highest recorded total, the consumption of alcohol beverages was also the highest in 23 years. There was a decline in consumption over the 21 months from January, 1938, to September, 1939, accompanied by a decline in traffic accidents. But during the six months from October, 1939, to March, 1940, with its sharp rise in traffic accidents,

Condensed from "The Drinking Driver," *The Tribune*, Capetown, South Africa, October, 1940.

the national consumption of American distilled spirits increased by 6,000,000 gallons, about 10 per cent, and the consumption of beer by 13,500,000 gallons, about 2 per cent over the same period of the preceding year.

The Alcohol Factor

In 1935 the British Medical Association, in its Report to the Minister of Transport, drew attention to the effect on driving capacity of "sub-intoxicant" quantities of alcohol. It declared that as little as the equivalent of two or three ounces of whisky (equal to 2 bar "tots" of S. A. brandy, a half-a-pint of light wine, a quarter-pint of fortified wine, or a couple of pints of light beer) were sufficient to interfere definitely with the mental and physical processes of the normal person when driving a motor car; to slow down perception and reaction and confuse judgment.

The National Safety Council of the United States found this difficult to digest. It was at first incredulous, scouted the idea that a man who would be considered sober in the everyday circumstances of life might nevertheless be a menace to public safety when driving a motor car. But it had to give in to the confirmatory declarations of American scientists and the fruits of its own observation of the causes of road accidents. Today its officials affirm that it is the drinking rather than the drunken driver who is most to be feared, and its committee on tests for intoxication estimates that "had been drinking" on the part of drivers or pedestrians is a factor in about 25 per cent of the fatal accidents.

A Couple of Drinks

The Travelers Insurance booklet does not furnish statistical data on accidents resulting from drinking driving. Recorded statistics are deceptive on this point: coroners' courts are apt to spare the feelings of the relatives by verdicts of "excessive speed," "defective brakes," etc., unless the prior drinking was so pronounced as to leave no option. But the booklet does supply searching pointers on the alcohol factor. Analyzing the record that 60 per cent of all traffic fatalities occur during the hours of darkness, when the traffic is 75 per cent less than in the day-time, it draws attention to the fact that "there is more drunken driving and drunken walking at night." In listing the

six chief causes of traffic accidents it enters as No 4: "He probably had had a couple of drinks."

Liquor Journal's Admission

Mida's Criterion of the Wine and Liquor Industry, a leading liquor trade magazine of the United State, realizes the effect this drink-caused holocaust must have on the trade. In its February number the following appeared in big black type:

"Wanted: 30,000,000 drivers of cars and trucks in America who can go without a drink before and while they are at the wheel; who realize that other families dislike caskets and tombstones and sad memories the same as they!"

"Cars will speed as rapidly as nervous feet can step on the gas. Not many years ago, forty miles an hour was daredevil haste. Today, the cheaper models can do close to a hundred.

"Yet, so sober-minded scientists inform us, the human telegraph system does not function so rapidly. Sixty miles an hour is top speed for our thought transference via our nervous systems. We are said to be able to think (execute thought) a mile-a-minute. We can think—that is, if we are very alert, put into execution the direction of our thought—at a speed of 88 feet in one second. You cannot stop a 60-a-mile-an-hour car inside of 88 feet. Our thought has to pass through various switchboards—such as translating sight into a danger-signal, and thus inducing the brain to telegraph to hands and feet separate actions. On the way, one, two or more centres have to relay the messages. It just doesn't work perfectly any too often.

"Admitting that many individuals are short on measurements and reactions to time and distance, we cannot escape the truth that if sober, these persons might function better—and if without even the trace of alcohol, they would be at their best. . . .

"*Mida's Criterion* is not stopping with the advocacy that one must not drive if one is drunk, but that it is little short of criminal negligence to drive with *any* alcohol in one's system. . . .

"The railroad that would permit any engineer or fireman to climb into a cab with so much as a 'snifter' would be guilty of gross negligence—and yet few trains today are speedier

than the average automobile. . . . No airway would permit a pilot to climb into his seat with even a trickle of alcohol in him."

II. The "U. S. A."—of Africa

It may be urged that the huge figures of casualties in the United States are of no concern to South Africa. Our totals show 4,967 citizens killed and 73,842 injured in the last five years. This is a grievous toll of death and disablement, and when the comparison with the United States is put on a proportionate basis it will be seen that we are worse off than that great country. It has a population of 140 millions; we are a handful of 10 millions. Of this total, 6½ millions are natives, and 83 per cent of our native population live in rural areas where the motor accident risk is slight. Further, the proportion to population of motor vehicles in use in the United States is far higher than with us. We have 395,179 speeding along our roads; they operate about 30 million.

Yet in spite of the favorable circumstances in which we are placed, our percentage of casualties to the number of cars in use is higher than in the United States. Can we afford, with our sparse population, to have 15,000 or 16,000 of our citizens put *hors-de-combat* every year? Particularly just now, when the full strength of the nation is required to meet the exigencies of war. And this strictly utilitarian viewpoint leaves out of account the physical and mental suffering involved, the anguish of the bereaved relatives, the plight of the family deprived of its breadwinner.

Parliament makes no attempt to handle the problem on right lines. No bill for the recognition of the blood test by courts trying charges of driving while "under the influence" is before our legislature. Yet we need it more than the United States. For, as statistics show, compared with us they are the more sober nation. This applies to our European population, and far more of course to the colored race, notorious for the drunkenness of many of its members, and furnishing a large number of drivers in our Cape cities.

None of the insurance companies issue pamphlets or bulletins drawing attention to the seriousness of the situation and the effect of the alcohol factor. Instead, the South African

Mutual circulates in our schools a brochure instilling into the minds of young people that they may safely drink if they observe moderation and self-control. If it had spent its time and money on the production of a booklet giving accurate information on the motoring accident problem it would have been performing a useful public service.

The Cape Province Safety First Association a few years ago published 7,500 copies of such a pamphlet, but it has kept silence since. We cannot recall any action by the Transvaal Safety First Association concerning the alcohol factor. Yet these Associations receive the publications of the National Safety Council of the United States, and must be fully aware of the facts. What is it that is tying the hands of those on whom the duty falls of taking steps to secure the public welfare in this matter?

Settling Drink Accidents

Experience of insurance companies since repeal has been that claims arising from drunken driving, or where there is evidence of the insured driver having used liquor, cost the insurance companies from 25 to 300 per cent more to settle than for similar claims where drinking is not a question. Insurance companies tell us that they make every effort to settle such cases as quickly as possible . . . not allowing such a case to go before a jury. . . . There is no defense where liquor is in any degree a contributing factor.—CHARLES R. JONES, Am. Business Men's Foundation, *Bulletin*.

o o

Time Loss—"and How"

A prominent engineering firm at Croyden, England, for a time employed non-drinkers, only. They found that, while lost time in the engineering trade generally, was about 10 per cent, their loss was one-half of 1 per cent. Compelled to slacken their rule, their lost time record rose to 5 per cent at a time when that of the trade generally was 15 per cent.—*Temperance Advocate*, Ontario, Can., Nov., '40.

o o

Cutting Production

An Uxbridge, England, brick plant, employing both drinkers and non-drinkers, made a long-time comparison of producing ability of the men. It was found that the average beer-drinker made 760,269 bricks per year, and the average non-drinker, 795,400—a difference of 35,131 more in a year by each abstainer than by each beer-drinker. The best abstainer made 10,000 more than the best beer-drinker, and the poorest abstainer 87,000 more than the poorest beer-drinker.—*Temperance Advocate*, Ontario, Can., Nov., '40.

"New Understanding" Monographs

On the LIQUOR PROBLEMS OF TODAY

- "Alcoholic Pleasure: What IS It?"
- "World Questioning of Alcoholic Pleasure."
- "Should Social Drink Customs be Accepted?"
- "Alcoholic Culture: Should It be Retained?"
- "Social Consequences of Alcoholic Desire."
- "Is Liquor the Same Old Question?"
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THE INTERCOLLEGIATE ASSOCIATION

100 Maryland Ave. N. E.

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FEBRUARY
1941

THE
INTERNATIONAL

STUDENT

OF LIQUOR IN LIFE TODAY

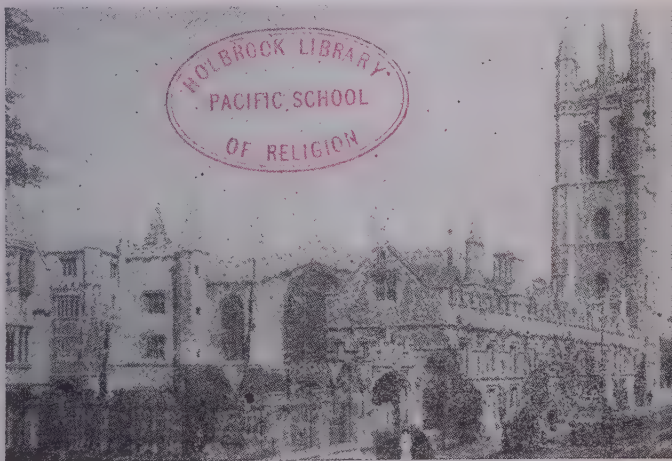
In This Number . . .

NARCOTICS AND CREATIVE WORK

SEEKING NEW UNDERSTANDING

ALCOHOL AND MENTAL ACTIVITY

'MODERATION' AS EDUCATION



MAGDALEN COLLEGE, OXFORD UNIVERSITY
ENGLAND

democracy
something
deeper than
liberty; it is
responsibility"

THE INTERNATIONAL STUDENT

FEBRUARY, 1941

Vol. XXXVIII, No. 4

HARRY S. WARNER, *Editor*

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Narcotics and Creative Work

By JOHN C. ALMACK

Professor of Education, Stanford University

THE LIFE OF THE CREATIVE artist and the inventor is little understood. A good reason or two for this exists. First, they are relatively few in number. Doctors, lawyers, teachers, farmers, business men are known to everyone. Everyone knows how many years they spent in college, how long they labored, and what success went along with their efforts. If they achieved fame, the reasons were quite evident.

The conditions surrounding artists have been very different. They have been forced to live in places where there is a market for what they produced. They often live for years in obscurity. Perhaps the real extent of their talent remains unrecognized. Those who have observed them at work have been mystified by the process, and artists not being reflective, have often encouraged this mystification; perhaps they themselves thought of their power as having magical origin.

Something of the same mystery from the days of primitive men has been associated with narcotics. Alcohol was not only *aqua vita*, but a powerful spirit which could control men as it pleased. Mysterious properties were likewise associated with opium, cocaine, and even with the foul-smelling tobacco of the American savages. It is not strange, therefore, that in the days before the chemist had laid bare the constituents of nar-

Dr. Almack is a writer by profession. He is author of *Track of the Sun*, a book of verse; *History of the United States*, *The Story of Knighthood*, *Hygiene of the School Child*, *Research and Thesis Writing*, a series of three books on narcotics and their effects: *Facts First*, *A Clear Case*, and *Straight Thinking*; a series of three books on character and personality; numerous books in the science of education, and several books for boys.

His home is on the Stanford University Campus, California, where he is a member of the School of Education faculty.

cotics, that simple people should have associated them with the magic of creative genius.

Men of Eminence

The discovery that there were men of eminence in art and literature who indulged or had indulged in the use of narcotics tended to lend credence to the theory of magic attributes. Coleridge was pointed out as a great poet who was an addict to the narcotic extract opium, which was known as laudanum. However, the explanation was not given that his great creative work was done before he became an addict, and that it was the drug which ended his literary career.

A similar legend grew up around Poe, though alcohol, not opium, was assumed to be the miracle-worker. This myth has been thoroughly exposed by his latest biographer, who not only shows that the poet was a singularly temperate individual, but makes clear that those few instances of lapse from abstinence were far removed in time from his periods of creative activity.

Thus there grew up a strange notion of the way of life of an artist. He was supposed to live in some bleak and lonely garret (lately in a basement), to dress in a smock, to let his hair grow long, go unshaven, work by a tallow candle, and warm his feet on the wool of a spaniel dog, the sole companion of his poverty. Food he had none. His sole sustenance was what he could suck out of a brown briar-wood pipe, odoriferous as a dump heap; and a square black bottle of Dr. Doper's Spring Tonic.

An inelegant expression is required to describe such ideas. One may take his choice from piffle, tripe, and hooley.

Do They Aid Writers?

If such an hypothesis were sound, if narcotics do contribute to creative art and invention, why do we not have a greater product from the most advanced addicts? Why have not the Keeley Institutes conducted annual exhibitions of the paintings of their clientele? Why do we not have more literary masterpieces from the dwellers along Tobacco Road? Why has not some great industry supplied its research staff unstintedly with the choicest narcotics and the choicest blends?

Obviously, because narcotics create nothing. They destroy creative ability.

Does any one look to narcotic addicts for eminence in the creative arts today? Hordes of opium addicts in India give the lie to the assumption that opium results in genius. Other hordes of peasants and coolies in China testify that opium is death. Are there great artists in the long line of drunks appearing yearly before American police courts? No. This way means the end of aspiration, hope, and genius.

The same conclusion must be reached from a study of the long history of narcotic addiction. The coca chewers of the Andes had used the leaves for centuries. They were as miserable and stolid cattle as have ever been known. The tobacco smokers, chewers, and snuff dippers of old America were stone-age savages, stupid and unprogressive and without capacity to lift themselves into the cultural level of barbarism.

A Wider View

Consider in contrast such "golden eras" as men have known: the age of Pericles, the Renaissance, the Elizabethan period in England. The Greeks had no tobacco, cocaine, or distilled liquors. They did not use marijuana at this time; they were sparing in the use of wine. Hence, no one can hold that cigarettes, cocktails, reefers, rum, or Kentucky bourbon laid the foundation for Greek genius.

Or, take the Renaissance. Distillation had been discovered but had not been introduced into Europe. Tobacco was unknown except to the American aborigines. Marijuana was used only by the natives of the Congo and the western Asians. Opium was not imported into Europe until close to 1700; but was sold in India, China, and Turkey as commonly as tobacco is sold today. Fixing the period of the Renaissance as 1350 to 1450, one sees that narcotics could not have advanced it the smallest trifle.

A beginner in logic can see the fallacies in arguments for the value of narcotics in creative work, even setting aside the scientific knowledge of today. Smoking was introduced into England during Elizabeth's reign. This was a great literary age. Consequently, some argue that smoking promoted a high quality of writing.

Plenty of answers to this argument may be found. Writing preceded the coming of tobacco, and moreover, the great writers did not use tobacco. Raleigh, who is said to have popularized smoking in England, wrote the history on which his fame rests *before* he became an addict. The truth is that literature declined in the century following the introduction of tobacco and distilled spirits into England.

Sources of Eminent Ability

Scientific studies of eminence in men never attribute genius to the use of narcotics. The investigators find it is due to good inheritance, intelligence, natural aptitude, mastery of the foundation principles of their specialty, and long-continued and persistent effort. There is nothing anyone can drink, chew or inhale that will make him a genius.

Intelligence is a factor in creative work. A dose of alcohol to the amount of four teaspoonfuls lowers the intelligence quotient perceptibly; a dose of three tablespoonsful cuts down mental efficiency 15 per cent. A dose twice as large reduces intelligence one fourth.

Consider what a decline in intelligence of 15 to 25 per cent means. A person whose I.Q. (intelligence quotient) is 95-105 is average. If his quotient goes down to 80 or 90, he is below average and in the borderline or moron group. One whose I.Q. is 115 can succeed in college. If it drops 20 per cent he is "average" and the chances of his success would be few.

An intelligence quotient of 140 and up indicates capacity to be a genius. The number who exceed 180 are very few—perhaps one in ten million. Assume that through the use of alcohol by all the members of the group of genius capacity, intelligence is reduced 20 per cent. The genius class, except for a very few "tops" disappears.

Helmholtz, the great physicist, said, "The smallest quantity of alcohol scared away novel ideas." Bernard Shaw declares, "Alcohol knocks off the last inch of efficiency which in all really fine work makes the difference between first rate and second rate."

Schiller, the great German poet, said, "Wine never invents anything." Edison never drank alcohol, nor would he permit

(Continued on Page 116)

Seeking New Understanding

By HARRY S. WARNER

FAR-REACHING CHANGES have been occurring, recently, in our understanding of the problem of alcoholic liquor in every-day life. These changes are no less significant than those that measured the twenty year sway of the political pendulum from "wet" to "dry" and back again to "wet." It is merely realistic to take them into account in planning educational activities to aid future solution.

As back-ground, consider first the quarter-century trend of increasing criticism of alcoholic culture, and the resulting movement away from it; and, second, the present decade of world-wide surge back toward it, of increasing interest in it and in whatever it is that alcohol gives to its devotees.

It is fortunate, therefore, that the recent years that witnessed these changes in public attitude, have brought also new scientific questioning and research—and enlarged scientific answering—of the "Why" of this particular social problem; Why is there a "liquor question" anyhow? Why do men use alcohol as a beverage? What do they find in it? Do they get what they want?

Scientific Information Has Been Enlarged

Scientific understanding of beverage alcohol in human life, of the social meaning of such a beverage, has been greatly enlarged. Both its attractiveness and its questionability are now better understood. As explained by research, they relate less than formerly believed to the body and physical health, and far more to the emotions, the mind and the personality. The brain centers from which the highest qualities of life emerge, not the stomach or the heart, are the place of concern.

From a paper, "Constructive Use of the New Psychological Information on the Liquor Problem of Today," by the Editor of *THE INTERNATIONAL STUDENT*, at the annual meeting of the National Temperance Conference, Washington, D. C., January 15, 1941.

The significant information, developed recently, has been psychological, and by inference decidedly social in its implications. Summarizing briefly, alcoholic pleasure is the joy of primitive emotion. "The secret of its charm," says the British Medical Research Council, is "the sense of careless well-being it brings." "It unburdens the individual of his feeling of inferiority . . . the animal drives have full reign," says Miles. Its attractions are emotional and psychological; it changes personality, it affects the ability to maintain self-control, to coördinate, to judge and to reason accurately; it depresses, but does not stimulate; it causes nervous disorder, retards habitual response of the muscles to the automatic nerve centers; and it leaves a trail of consequences in the life histories of the individual, his family and society that seriously affect the health, safety, sanity and moral standards of the family and the community.

Alcoholic "Pleasure" Now Understood

Now, for the first time the character of the satisfactions obtained through beverage alcohol has been analyzed by scientists. The pleasures offered are found to be of a particular form, sensations of ease and comfort, merging into feelings of release from fear and diffidence, from anything and everything that ordinarily restrains. Almost universally people are conscious of limitations and inhibitions, sometimes painfully so. From all these alcohol gives release. It is no respecter of inhibitions—of those unhealthy inhibitions that suppress and dominate the immature, the erratic and introspective; or those healthy and necessary inhibitions and self controls that lift human life above the level of the beast. It sets them all free. It gives the joy of unrestraint.

The impression that the layman obtains from studying wisely and carefully the information offered by psychologists, is that liquor pleasure is substitutional and temporary at best; that it is low-grade pleasure; that he who seeks it, knowingly or unknowingly, seeks a lower-than-his-average grade of enjoyment; that it is "regressive" in life and experience; that for certain types among all classes, including vast numbers of everyday humanity—a bit introspective, perhaps, but valuable to society on that account—it is a "slip-back" for the time being that easily becomes a retarding influence through the years.

as they learn to depend upon it as a means to sociability and release.

But the new understanding, also discards certain ideas, regarded as scientific in the past: that a physical craving for alcohol may be inherited; that pictures of diseased stomachs have educational value; that cooking an egg in alcohol carries any information as to what happens in the living body; that every small amount of drink is dangerous, or quickly injurious. Such sweeping statements are not accepted today, since it is readily observed that effects vary greatly with different drinkers and under differing circumstances. Broadly speaking, it is clear that the physical consequences of alcoholic indulgence are less important, than heretofore believed, but that the mental, emotional, socially hereditary and community pressure aspects are vastly more important. These are the influences that have preserved the drink tradition, in spite of all modern research and the efforts of a century spent in seeking solutions. It is intoxication of the mind, not of the body, that is the serious fact in liquor as understood today.

Using New Information

Consequently, at present, while the psychological aspects stand out as newly important because of recent investigation, it is good strategy to popularize and use them. The vast majority of people think in waves, cycles, styles, as they accept fashions in hats and automobiles. To be "modern" is to have a hearing; to ignore the new is to be out of date. Well do I recall the discovery of "the poor man's club," twenty-five years ago, by the graduate students in our universities. The saloon became "the working-man's only place of relaxation," and the "Saloon as a Social Center" drew forth a wave of theses in the next four years. As an educational fad the theme soon became trite, but a vital factor, previously overlooked in liquor problem discussion, had been added as a result of lasting value.

But to explain the liquor situation of today, exclusively from the view-point of the psychologist, much less from that of the psychiatrist who treats the "end product," or the chemical physiologist who believes he can specify definitely what alcoholic content makes a liquor intoxicating, or injurious, would be as one-sided as other "one track" explanations, whether

they are the ideas of student theorists, political reformers, or the every-day observer, shocked by the hard facts that face him as he digs out a drinking driver after his impact with the pole of a high voltage wire.

The permanent factors of the liquor problem have not been set aside; the difficulty of determining what is, and what is not, "moderation"; drunken excesses; mental and physical consequences; social and economic cost; broken homes and degraded lives. But while the psychological approach is acknowledged as recent, it is good strategy to utilize the new information that scientists have been giving us. Attention to this information and "the approach" it suggests emphasize the following:

1. *New emphasis on teaching youth*—and society—to obtain by natural means, satisfaction of those needs that, since savage days, men have found in varying degrees of intoxication. That great desires for ease, comfort, freedom of emotional expression, freedom from restraint, from internal and external frustration, and for sensations that occur while alcohol circulates through the nervous system—that social tradition approves such means to relief—can not be overlooked in the constructive efforts of the future. For to develop normal, healthful attitudes and expression is more vital in education, than to suppress the mis-directed and the abnormal.

We who are definitely interested in solving the liquor problem, will want to encourage this broad educational emphasis, now, more than ever in the past. It is the most constructive of all activities toward removal of human dependence on the illusive pleasures of intoxication. Opportunity for healthful living, self expression, religion—are basic means to this end.

2. The *attractiveness of alcohol* to the millions stands out now as a fact to be dealt with. Answering the question why "both the use and the abuse of alcohol are steadily increasing," Dr. Edward A. Strecker, Psychiatrist, says: "Alcohol is an extremely effective agent for rosily blurring and softening the rigid and forbidding outlines of reality . . . a buffer between the individual and the disturbing impacts of unpleasant truths which he must face. Furthermore, it is readily available and provides a quick, easy escape mechanism."

3. Exposure of the *role of alcoholic "release"* is now easier, having more scientific proof. That the escape it offers, permits

escape from nothing ; that the sense of self-importance it gives, masks, then deepens the sense of inferiority ; that the evading of ills, by the toxic route, confirms them and adds others, have been given powerful support against the traditional resort of society to narcotic illusion.

4. Dependence on the drink by the individual and the custom by society, are seen to be unnatural desires, without scientific approval in modern realistic living. They encourage the evasion of ills that otherwise might easily be cured. Extended to the millions and through generation after generation, it is evident that a cult of evasion has grown popular, gained social standing, and is propagated by a highly organized industry. This cult of evasion is a handicap on human progress. For to face reality, "the facts" as the situation presents them, is absolutely basic in any attempt toward mitigation that can be regarded as scientifically sound. "One reason why human progress has been so slow," said Durant Dake, is "that men have drowned their ills in alcohol instead of setting their wits to work to cure them." The indefinite continuing of such a cult among people of intelligence is unthinkable, now that its character is better known.

5. The psychological approach "de-bunks" the *prestige given alcoholic enjoyment by the socially élite*, the leaders of the social assumptions that initiate and spread among all classes the approvals and compulsions now connected with social drinking. For much of the new research shows the alcoholic urge to be, in fact, a definite seeking, more or less consciously, for states of lowered personality ; for states in which the drinker and his group feel free to indulge ideas, emotions, suggestions and conduct that they would not, or dare not, while adhering to recognized standards. Advanced alcoholic enjoyment by "the 400" is not found to be different from that of the "smoke" addict on the Bowery or Archer Avenue.

6. The new approach gives foundation for the claim that social drinking, beyond the smallest first amounts, is accompanied, step by step, with steadily descending standards of conduct. "Observe any party that is fairly 'moist.' The individual personalities of the members of the group soon become submerged in the flowing bowl, and there can be traced a common pattern of behavior which has regressed to a level far

lower and far less responsible than the customary behavior level of the members of the group." (Strecker, Edward A., "Psychology Cures Alcoholism," *Forum*, Aug., 1938.)

7. It brings out emphatically *the conclusion* that alcoholic pleasure and alcoholic danger are both due to narcotic disturbance of the highest and finest functions of the brain, the capacity to discriminate, to judge, to coördinate; to guide hand, foot, and muscles; that it ever and always creates the opposite, —erratic, uncontrolled emotions, thinking, and corresponding conduct; and that this action is ordinarily "regressive," in the life history of the user.

8. Being such—narcotic and regressive—alcoholic enjoyment is an experience to which such terms as "moderation," "temperance," and "control" *can not accurately be applied* by the user, since his ability to estimate what is happening, his desire not to go further, and his capacity of self-control recede as the degrees of satisfaction increase. The desire and the ability to be temperate decrease as personal and group drinking continue.

9. Automobile accidents, inefficiency, crime, drunkenness—spectacular natural consequences—are but "*ear marks*," incidentals of the desire for changed personality, of the "urge" for an alcoholic "kick." This *source motive* must be reached and replaced if the strangle hold of alcoholic culture is to be loosened. To center attention exclusively on these obvious, though consequential, facts may be to side-step basic forces, narcotic pleasure and its persistent "pull" on social customs and profit-seeking investors. Even the distillers want *drinking driving* eliminated. One of their writers says effectively:

"Admitting that many individuals are short on measurements and reactions to time and distance, we cannot escape the truth that if sober, these persons might function better—and if without even the trace of alcohol, they would be at their best . . . "*Mida's Criterion* is not stopping with the advocacy that one must not drive if one is drunk, but that it is little short of criminal negligence to drive with *any* alcohol in one's system." (Wanted: Less Drinking Driving, *Mida's Criterion*, Febr., '40.)

10. By developing the knowledge that alcohol affects different people in widely different ways and degrees, that harmful

effects vary with physical and mental make-up, time of day taken, relation to food, social surroundings, before, during or after work, condition of the nervous system, etc., the new psychological information suggests the inference that the small group to whom it is but slightly harmful, and to whom it means little, may well be expected to take into account the larger welfare of society. To them comes the privilege of giving up a minor pleasure, in exchange for the great gain that would come to the vastly greater number who are seriously injured by it.

11. The "New Psychology" helps to explain the power of the liquor traffic. It makes it clear that liquor profits have something back of them not shared by ordinary sources of profit, something that draws with unusual force on the consumer's dollars, that out-competes its competitors when the dollars are few. For the vendor of narcotic pleasure has a source of gain that is steady, that tends to increase, that can be created by promotion and enlarged almost without limit, in the life of a family, a man, a community, or a nation.

12. The *custom and desire for alcoholic pleasure*, having no background of specific or natural need are the continuance of a tradition from race childhood, when quick, uncriticized satisfaction, by any means short of acute poisoning, was naturally accepted. Brought into each generation wholly by social influences, the desire is continued by social prestige, ritual and trade promotion. Without these it would die as naturally as the slave traffic in England died, after it had ceased to be socially acceptable and profitable to British investors.

Certainly this new approach to an age-old source of human degradation brings new opportunity of service and leadership to the men and women of social influence and responsibility. For it gives them the choice of accepting or rejecting for their group—and for the millions who observe and imitate—a form of enjoyment which, at best, means little to them until they have accepted it long enough to become its victims.

THE INTERNATIONAL STUDENT is appreciated by our students.—M. C. Findlay, Professor of Biology, Park College, Mo., Jan. 2, '41.

Democracy Must Be Strong

Condensed from *The Voice*, Washington, D. C., November, 1940

THE AVERSION of the people of the United States to the expansionism of Hitler which, with brutal injustice, has crushed the culture and enslaved the people of Denmark, Norway, Belgium, Holland, and France, and now menaces the world position of the United States, should not blind us to the measures which have been taken to strengthen the German people.

From Germany comes the information that the ministry of health, supporting the army, is seeking a non-alcoholic substitute for beer. The ministry of health has been agitating against beer for years but this is part of a larger program having for its goal Spartan physical and mental fitness. The degeneracy of great cities, commercially promoted as a part of the life of the community of crime and vice, has been effectively crushed in Germany where it is taught that the duty of the individual to avoid evil habits is a duty not only to himself but to the state. The temperance unions of the Reich have been united not only against alcohol but even against tobacco and it is said that this movement is strongly supported by the upper classes of Germany, particularly among women. Abstinence from alcohol and tobacco has been made a cardinal principle of the Nazi youth creed. Minors of 18 years and under have been forbidden to use them.

The government bureau, "Against the Dangers of Alcohol and Tobacco," has a program that includes abstinence of minors from alcohol and tobacco; abstinence in all situations in which particular responsibility is required; control of the advertising of alcoholic products; prohibition of the advertising of spirits or tobacco as conducive to health; establishment of non-alcoholic restaurants; increase in production and low-price sale of non-alcoholic drinks; public enlightenment as to the dangers from indulgence; education of youth for healthful living as a national duty; physical exercise for all.

Meanwhile in the United States the Federal Alcohol Administration has been destroyed; in its relationship to the "trade" the Federal Government is only a tax collector; bootleggers pre-

SUCH EXPRESSIONS as, "Oh, yeah," "You're telling me," "Is that so?" do not just happen. Young people are at least vaguely aware that along a hundred lines subtle, organized effort seeks to over-sell them, exploit them, make them a kind of mass plaything of propaganda.

May we be thankful for this youthful effort at realism—this questioning of big talk, advertising, popular customs and all the rest. It should lead those who think clearly and plan to live soundly to resist, let us say wealth as the supreme good, or liquor advertising as the directory to happiness, or loose morals as the foundation for personal worth and family contentment. Likewise, youth must learn to think through for themselves the related problems of war, peace, justice, society, individuality, race, nationalism, internationalism, raw materials, human relationships, in new and better ways.

—LOUIS C. WRIGHT, President, Badwin-Wallace College, *B-W. News Letter*, Jan., '41.

side over the destinies of vast whisky concerns; the beer trade illustrates its advertising in such a way as to appeal to youth, including young women; the cigarette industry specializes in a like appeal; and popular novels and plays reek with filth.

Weak democracies cannot effectively defend themselves against hale and strong dictatorships, despite the righteousness of their ideological character. The German people today have system, order, discipline, for which they have sacrificed their liberties. It is our task to establish system, order, discipline without the sacrifice of liberty.

Cocktails Are What?

By **PROFESSOR DIXON**
Pharmacology, Cambridge University

COCKTAILS CONSIST of volatile oils, more rarely bit-
ters, in a strong solution of alcohol, such as gin, whisky
or brandy.

Within a minute or two after taking on an empty stomach, subjective sensations of the most pronounced kind occur. The partaker becomes exhilarated, light-headed, bright and talkative, the face is flushed, the pupils dilated, heart and respiration quickened; a few people, when under the influence of a cocktail, become giddy and ungainly in their movements, which sometimes even approach ataxis.

The most important constituent in each case is the alcohol—nevertheless the oils cannot be neglected altogether, because after absorption they excite the central nervous system, and, in sufficient doses, produce convulsions. In the case of the oil of absinthe, this is well recognized; absinthe convulsions among absinthe drinkers became so common in France that the beverage was prohibited. The most important ingredient of vermouth, a basis of many cocktails, is this absinthe. . . . The amount of alcohol contained in a cocktail produces a greater effect on the nervous system than three or four times its alcoholic content administered in beer.

A large percentage of cocktail drinkers are young men and women. They drink to lose their shyness, to become bright and interesting; also it may be partly in a spirit of bravado. But all will agree that cocktails are utterly bad for the young—their use injures the stomach and lays the foundation of a habit.

Condensed from "The Truth About Cocktails," *The Tribune*, Cape-town, South Africa, Dec., '40. Dr. Dixon is an examiner in the Universities of Oxford, Cambridge and London.

THE ONLY REAL defense of democracy is through the creation of a democracy that actually works for human welfare.—Harford E. Luccock.

The Influence of Alcohol on Mental Activity

By G. W. CARRUTHERS, M.D., London

THERE IS NO DOUBT as to the effects on the mind of considerable amounts of alcohol; they are evident to the casual onlooker. But with less amounts there are parallel and proportionate effects, measurable by scientific methods even when the amount taken is quite small.

There are three departments of mental activity: reception, from the sense organs; judgment, through the brain; and execution, through the limbs. Each one is unfavorably affected by alcohol.

1. Reception

The effect is most marked on sight. One knows that in extreme cases the person sees pink rats or blue devils. But sight may also be affected in the way of impairment; in habitual drinkers a gradual blindness occurs, which may become complete. In its earlier stages alcoholism produces a red-green blindness, in which both these colors look like different greys. But general vision is impaired by even small amounts. Testing with letters, in the same way as is done in fitting spectacles, it was found by Ridge that after an amount equivalent to a tablespoonful of whisky or one-fourth pint of beer, the person had to come to seven-eighths the former distance to be able to read the same letters. With four times the quantity, he had to come to two-thirds the distance.

To adjust one's vision to objects at varying distances two changes are needed, known as accommodation and convergence. Without them neither the size nor the distance of an object can be judged. Both are impaired by alcohol, being slowed down. The tests showed that after one large whisky, this impairment began in less than thirty minutes and lasted for an hour.

Condensed from "The Alcoholic Mind," *The Tribune*, Capetown, South Africa.

Hearing is similarly impaired. The same amount of alcohol reduced the distance at which a man could hear a watch tick to two-thirds of the original distance. There are similar impairments in other senses: touch, sense of heat and cold, and muscular sense, by which one knows weights and the position of one's own limbs. All these are dulled or distorted by very moderate quantities of alcohol. In short, it causes "loss of the sense of awareness of one's surroundings."

The importance of this in the swift-moving traffic of today is easily imagined. And it not only affects the occurrence of accidents; it affects the accuracy of testimony, given quite *bona-fide*, about them, in the police station or the courts.

2. Judgment

In the excessive drinker the effect upon judgment is well known. His friends know his steady downward progress while he grimly believes that neither his habits nor his condition are worse than five years before. But it is true also that a man who has taken a single glass of beer is, to that extent, less able to judge whether or not he ought to take another, and of course increasingly so the more he has taken.

Simple mental processes such as adding figures, show impairment. With the equivalent of a pint-and-a-half to three pints of beer per day this is quite measurably impaired. One important result is that while the worker is slowed down, he thinks he is quicker and better. Kraepelin, who experimented on himself, was astonished when the registered results disabused him of this mistake. Even four tablespoonfuls of whisky per day gradually decreased mental activity, and the effect is noticeable in about a week. The moderate drinker thus puts himself on *a measurably lower mental level and inhibits the full use of his mental powers*. The reasons for this are that memory is weakened, concentration is lessened, and the power of attention is curtailed.

The "Dutch courage" of the drinker is really a lack of appreciation of danger. His self-criticism is also weakened, and therefore self-approbation, and the idea of what one can do, rises. These changes do not make for safe motor driving.

Lauder Brunton records, as regards higher intellectual work, the following: "A celebrated author told me that if he wrote

under the influence of a small quantity of alcohol, he seemed, to himself, to write very well; but when he came to examine what he had written the next day, after the effect of alcohol had passed off, he found that it could not stand criticism."

3. Execution

In printing, a compositor's work allows very reliable measurements in regard to both quantity and quality. Both were markedly impaired by "dietetic doses" of alcohol, though the workers thought they were doing better. A series of experiments in simple actions, such as drawing lines for tabular purposes or pasting records in a book, proved that after four tablespoonfuls of whisky or a pint-and-a-half of beer the work was roughly or irregularly done. The importance of this in entering figures, checking orders, and other commercial tasks is evident. The strength of muscular action is not controlled. A drunken man may mean to give a gentle tap and give a stunning blow. Even small amounts have a similar action. An expert bookbinder who began to drink lost his ability to do "tooling," his work becoming uneven, and its depth quite uncertain.

Another quite important factor is that while the *sense* of fatigue is largely gone, the work is done at the fatigue level of ability. The position is well summed up as follows: "Accuracy, avoidance of accidents, tactful handling of colleagues, observance of discipline, punctuality, reticence in matters of confidence, are all obviously jeopardized."

"The alcoholic might be described as a man in a chronic state of weak-mindedness," says Dr. Cutter.

AM I TRYING to develop young men mentally? Alcohol destroys mentality, at first temporarily, and by continued and increased doses this deterioration becomes permanent. Am I trying to build up young men morally? Alcohol is a potent cause of crime and immorality. Am I trying to stabilize young men's emotions? Alcohol unbalances the judgment and disorganizes the emotions.—George B. Cutten, President, Colgate University, "International Student," Oct., '39.

THE USE of alcohol deteriorates the mind and body of man, adds nothing to his abilities or worth, and might better be reserved for use only at the order of physician or in industry.—Dr. Haven Emerson.

NARCOTICS AND CREATIVE WORK

(Continued from Page 102)

one of his laboratory workers to take it. "To put alcohol into the human body is like putting sand in the bearings of an engine," he said. "I do not drink any kind of liquor; I always felt I had a better use for my head."

Paul Behrens, director of a famous art institute, tried creative work with and without alcohol. While drinking, he had "periods of doubt and weariness." After he quit drinking, "*creative activity* was more often present. Artistic intuitions were more regular and more reliable. They were of the true artistic exaltation."

Science has spiked the idea that the harsh drugs like cocaine, morphine, and marijuana are any aid to creative work. Their destructive powers are fully known. Tobacco is known to have a bad effect upon intelligence. A pipe may contribute to day-dreams, reveries, but not to action and achievement. Narcotic addiction grows out of a desire to escape reality, not to face it and master it.

One of the reasons why people have related narcotics to creative effort is because they confuse signs and mannerisms with accomplishment. A little reflection *and observation* would teach them that long hair and an irritable disposition do not make a musician, nor a meerschaum pipe and a hangover an artist. No inventor could long retain that status on late hours, sketchy meals and a "pick-up" of drink or dope.

The true foundation stones of art, literature, and invention are natural talent, intelligence, sound health, keen perceptions, good training, and continued hard work.

Narcotics destroy the natural talent, blunt the perceptions, reduce intelligence, lower the effectiveness of good training, and stand as a powerful obstacle to the desire and ability to do hard work.

THE NATURAL RESULTS of a college education and of consuming beverage alcohol are represented by divergently opposite poles. To be consistent, I should either surrender any thought of being an educationalist, or endeavor to eliminate the drinking of alcoholic beverages—the two don't blend.—George B. Cutten, President, Colgate University, "International Student," Oct., '39.

'Moderation' as an Educational Program

By J. ROSCOE DRUMMOND

Alcoholic liquors are a luxury "to be enjoyed in wise moderation"; we stand "for moderation and not abuse, for temperance instead of excess"; "say 'No' when it is one drink too many"; "without moderation in all things, there can be no lasting happiness"; a man who is "unwilling or unable" to treat such privileges "in wise moderation," is "unfit to help" the ideal of freedom.

These phrases from recent liquor advertisements suggest a current trend in certain public education on the problem; that is, education toward widely distributed moderate use, rather than heavy indulgence or non-use. As discussion, the article by Mr. Drummond has very definite application.—Ed.

IT IS IN NO SPIRIT OF MERE DEBATE, in no atmosphere of a wet-or-dry, black-or-white, all-or-nothing argument that I should like to invite consideration to the view that, while moderation is *relatively desirable* as an individual habit, moderation is *absolutely undesirable* as an educational thesis.

We should all like to have drunkards less drunk, to have excessive drinkers less excessive, to have immoderate users less immoderate; but it is my conviction that a widespread advocacy of moderation would have precisely the opposite effect.

. . .

There are numerous reasons which argue this conclusion. The principal reason is that the inevitable result of a campaign for moderation is not merely to encourage the excessive drinker to restraint. It is, rather, to set up, to persuade, to inculcate the idea that moderation in drinking is in itself individually and socially desirable, and individually and socially harmless.

Condensed from "Half a Loaf in this Case is Worse than None," by J. Roscoe Drummond, *The Christian Science Monitor*, Jan. 29, 1936; reprinted by permission.

To promote or even suggest the idea that moderate use of alcohol is in itself desirable and harmless would constitute the most appealing, the most powerful, and the most effective invitation to drink which any distiller, brewer, or bootlegger could hope to have devised.

It is impossible for a campaign in behalf of moderation to select its audience. It must go out over the nation, to boys and girls, to men and women, to drinkers and nondrinkers alike, as a radio program goes out over the air. If a campaign for moderation could be directed to excessive drinkers individually or as a body and explain why excessive drinking is excessively unfair to society, it would be performing a service. But this is not possible, and therefore the alternative of a general educational campaign setting forth moderation as a commendable objective in itself cannot fail, in my judgment, to encourage nondrinkers to believe that moderate drinking is a proper and worthy habit, and at the same time to give excessive drinkers a pseudo justification for their excess—because excessive drinking then becomes a matter of individual standard.

There are those who see moderation as a forward step in alcohol education. We differ not in objective but only in the assessment of facts. . . . I believe that it is because the campaign for moderation is to be an effort at "mass education" that it is most dangerous. . . .

It is suggested that if the new plea for moderation can lessen excessive drinking, it will have successfully addressed itself to "a group" which few temperance agencies can reach. It is because the campaign for moderation cannot preach its doctrine merely to "a group" that the appeal for moderation becomes an appeal for drinking. An education campaign for moderation cannot address itself merely to one group; it goes out to the whole nation, portraying and inculcating the idea to non-drinkers, and to excessive drinkers, alike, that moderate drinking is an end worthy in itself.

It is suggested that a campaign for moderation should be welcomed "as a possibly invaluable temperance ally loaded with facts." I believe that a campaign for moderation is loaded with a harmful educational doctrine.

No one denies that alcohol is habit-forming. Excess does not lead to moderation, but moderation leads to excess.

No one denies that the use of alcohol, even in moderation, mars the capacities of all men, and deters them physically and mentally from the best work of which they are capable. Moderation begins this disabling process but does not halt it.

No one denies that "even a few drinks" make the automobile driver a cruel menace on the highway. Moderation encourages those "few drinks" and does nothing to discourage them.

There is, in the last analysis, but one vital point of departure between the program for moderation and the viewpoint which I am here presenting. The moderationists must believe that it is possible to encourage excessive drinkers to be less excessive by teaching the nation the relative value of moderation. I believe that in holding up to the nation the objective of moderation, the educational result will be to strengthen the appeal of drinking to thousands of young people by making moderation appear attainable, worthy, and harmless; and that this result will far outweigh any possible conversion of the relatively few immoderate drinkers to restraint.

. . .

It is no doubt better to gamble moderately than to gamble excessively. But I do not believe that to advocate moderate gambling would lessen gambling.

It is no doubt better to steal bread occasionally than to rob banks regularly. But I do not believe that to advocate moderate stealing would lessen stealing.

It is no doubt better to drink moderately than to drink excessively. But I do not believe that to advocate moderate drinking would lessen drinking.

Unquestionably there are those who believe that drinking in moderation is an end worthy in itself, but to advocate it does not promote general temperance.

An effective educational campaign is needed, but must it not rest on the spiritual truth and the human fact that alcoholic stimulant is unnatural to man, that it offers neither real pleasure nor real benefits?

Education cannot afford to rest upon less than the full truth, and its objective cannot afford to teach less than the true ideal.

Liquor In Life Today

*Seek the Truth
Come Whence It May
Lead Where It Will*

Near Training Camps

ESTABLISHMENTS for the purpose of selling liquor are increasingly active in the communities adjacent to the camps, and in some communities there has been an influx of persons of questionable reputation. Here we have on the one side a sordid business for the accumulation of money, and on the other the interest of every parent in the United States who has a son in the Army, not to mention the responsibility of the War Department to develop an Army of the highest quality.—The CHIEF OF STAFF, United States Army; Radio address, Nov. 29, '40.

Causing Traffic Accidents

Conclusions: 1. No one can say exactly how many motor vehicle accidents are due to alcohol, because most accidents have a combination of several causes and few are investigated carefully enough to determine exactly to what extent each circumstance contributed to the accident.

2. Official reports show that in one out of every five fatal accidents during 1939, a driver or a pedestrian was reported as having been drinking. One in every seven pedestrians and one in every nine drivers were reported as drinking prior to becoming involved in fatal accidents.

3. Much of the variation in figures by different states is due to the differences in methods used in reporting drinking as a factor in accidents: some of it to differences in completeness of reported information.

4. Frequency of reported drinking by drivers and pedestrians was much higher at night and week-ends; in three fatal accidents at night drinking was involved.

5. Drinking drivers and pedestrians were reported more frequently in rural than in urban areas.

6. Collision is the predominant type of accident involving

drinking or intoxicated drivers. Non-drinking drivers in such accidents are rarely at fault. Alcohol, therefore, was the important factor.

7. Chemical tests indicate that official figures are often understated.—Condensed from "Alcohol and Traffic Accidents," by Donald S. Barry, Secretary, Committee on Tests for Intoxication, National Safety Council; *Quarterly Journal of Studies on Alcohol*, Dec., '40.

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"Less Drunken Driving"

"What am I supposed to do when I call on friends and take a shot of whisky or a glass of wine or a few bottles of beer—sleep there all night?"

That would be better than endangering his life, the lives of those riding with him, other drivers and many pedestrians. . . .—A writer in *Mida's Criterion*, Feb., '40.

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Social Customs

Beverage alcohol has its greatest entrenchment, perhaps, in modern social life. People are apt to be found discussing recipes for cocktails and highballs as recipes for pies and cakes. Some young men think a girl, a car, and liquor, are necessary ingredients of a date. These attitudes are found among the higher income groups; among the laboring classes, the Saturday night "spree" and beer parties. By innumerable subtle gestures, groups which approve the use of alcohol, communicate such approval to others touched by their circle. This is social pressure; it constitutes, perhaps, the first introduction of alcohol to young people.—MARTHA SMYTH COOPER, General Secretary, Youth's Temperance Council, *Union Signal*, Nov. 9, '40.

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Objective Evidence

Some individuals can hold liquor like a bonded warehouse, so far as objective indications go, without a thick tongue or a wobbly knee. Yet there may be churning inside them a mad kaleidoscope that shatters all judgment of time; that makes a mirage of distance, and that does things to the thought-mechanism that are unpleasant and dangerous.—A writer in *Mida's Criterion*, liquor trade journal, Febr., '40.

"Warning; Poison" on Whisky Bottles

"There is no reason why alcohol should not be labeled a poison in the same way that arsenic, carbolic acid, and other poisons are labeled." "Alcoholism is 1,000 times a greater problem than that of any other narcotic drug, and the attack on it should begin with such simple approaches as 'warning, poison' labels on liquor bottles and perhaps on cocktail glasses." These are statements made by such psychiatrists as Dr. Abraham Myerson, Harvard Medical School, Dr. Merrill Moore, Boston City Hospital, and Dr. Leo Alexander of Harvard, following the *Symposium on Alcoholism*, associated with the meeting of the American Association for the Advancement of Science, Phila., Pa., Dec. 27-29.

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To the Youth of Switzerland

Among the scourges that humanity has invented for her own destruction some are brutal—war, invasion. There are others which insinuate themselves craftily under the appearance of pleasure, and which, once installed, exert ravages all the more dangerous that their cause is more difficult to extirpate. Alcoholism is one of these.

The defense of the country will be incomplete unless we put our youth on guard against all abuse of strong drink. A people which allows alcoholism to penetrate into its midst attacks its own substance and undermines its own vital force.

Young Swiss! sobriety is for you a national duty no less than a matter of personal dignity. It is you who will put your stamp on our country of tomorrow, it is you who will have to maintain her independence. Strive therefore to preserve all your energies for her service. It is an affair of honor and self discipline.—GENERAL GUIBAN, Commander in Chief of the Armies of Switzerland.

ALCOHOLIC INTOXICATION, in the biologic sense, without any gross manifestations of drunkenness, can produce sufficient interference with psycho-motor activity and neuro-muscular co-ordination to render such an affected individual a potential menace.—Dr. Sidney Selesnick, Boston City Hospital.

IF YOU DON'T like blue eyes, drink more beer and get black ones.—R. B. S. Hammond, Sydney, Australia.

Recent German Experience

By GRACE CLIFFORD HOWARD

FOR SOME TIME before the outbreak of war, Germany had been dealing with the alcohol problem with drastic measures. The blood test for motorists involved in accidents had been adopted. This had a telling effect on keeping German motorists sober. A law was passed which states that "any person suffering from severe alcoholism may be rendered sterile." Alcohol advertisements were carefully regulated. Recommending liquor for young people in these advertisements was forbidden nor were alcoholic drinks allowed to be described as hygienic, promoting health or preventing disease.

German opinion regarding beer changed. From a once-beer-loving people came this statement through the German Association of Neurologists and Psychiatrists:

"The German Association of Neurologists and Psychiatrists is bound to consider any claim that beer is healthful by virtue of the calories contained therein as an attempt to mislead the people. Because of the high percentage of alcohol, beer can by no means be regarded as a true article of food, or even harmless. It is hereby affirmed that alcohol has deleterious effects upon several tissues of the human body. These effects are especially harmful to the nervous system, even if only a part of the daily food supply is taken in the form of beer.

"The Association feels duty bound to declare that the customs of drinking and the advertising of the many kinds of beer are a great menace to the health of the population. The drinking of liquor and also of beer, even in such quantities not ordinarily considered intoxicating, lessens personal resistance to all kinds of disease, shortens life and produces crime and accident."

Not long ago, State Secretary, Dr. Conti, appealed to the

Condensed from "Which Course Will America Choose?" by Grace Clifford Howard, Research Secretary, *Scientific Temperance Journal*, Summer, 1940.

German people to live "in these grave times" in accordance with the laws of health, avoiding all injurious substances and practices. He claimed that national defense was strengthened by the fight against alcohol and tobacco. The example of abstinence from all intoxicating poisons is today more necessary than ever, he affirmed.

"The soldier who abstains altogether is the best man," said Count von Haeseler, one-time commander of the German sixteenth army corps. "He can accomplish more, can march better, and is a better soldier than the man who drinks even moderately. Mentally and physically he is better. Brandy is the worst poison of all. Next to it comes beer. Each limits the capacity and lowers the mind, body and soul. Strong drink tires and only increases thirst."

State of What?

Alcohol causing a state of intoxication was a factor in 90 per cent of the traffic deaths occurring here [Cleveland, Ohio] between midnight and 5 a.m., Coroner Samuel R. Gerber reported yesterday in a summary of vehicular fatalities for the first eight months of the year. In the 65 tests made this year of accidents at all hours 57 per cent of the victims were intoxicated, Dr. Gerber said. This compares with 47 per cent in 1939. . . . Although the victims' ages ranged from 20 to 75, the heaviest alcohol incidence was found in the 30-to-40 age group."—*Cleveland Plain Dealer*, Sept. 6, '40.

People Take to Alcohol

Because of—

1. *Fashion*, drinking in a pathetic attempt to enter into rapport with their fellows;
2. *Ignorance*; many in heavy manual work are frequently under the delusion that alcohol furnishes added strength and vigor;
3. *Economic Conditions*: To forget the unpleasant reality of back-breaking toil;
4. *Biological Defect*: Some have biological inheritances such that they are unable to face the realities of existence.

—DR. E. H. STARLING, British Physiologist.

TOMORROW'S A DREAM. Today's a fact. Act man—act!—R. B. S. Hammond, Sydney, Australia.

BE SURE OF YOUR DIRECTION before you quicken your pace.
—R. B. S. Hammond, Sydney, Australia.

The Alcohol Factor

In France

TWO ARTICLES BY POPULAR WRITERS in *Britannia and Eve*, November, 1940, make the candid confession that alcoholism was one of the chief causes leading to the collapse of the French Empire.

"In the last week in August," writes C. Patrick Thompson, "the Vichy Government reported four main causes for the national collapse, and listed them as the four great problems which France must tackle and solve before she can rebuild her lost health. They are tuberculosis, cancer, syphilis and alcoholism. The two latter can be translated into sins of self-indulgence and indiscipline. But a psychologist would give a root cause: a nervous system inadequate to the strain imposed on it.

"The moral cave-in of the French Army was *chiefly* due to alcoholism, say the men of Vichy. Frenchmen have been taking in Dutch courage at the rate of five pints of alcoholic beverages a week. This compares with the German pint and a quarter and the Briton's three-fourths of a pint.

"The French taste in alcohol has been peculiarly vicious. It has favored pernod and similar absinthe-type aperitifs."

George Slocombe, press correspondent, writing on "The Break Up of an Empire," as viewed from his village home in France, says:

"The veterans of the last war, the middle-aged peasants whose sons were at the front, knew very well the danger in which France lay. But these sons at the front had grow up in the soft years which followed the victory of 1918. They had been born in the jazz age. They were of another calibre from that of their fathers. They were not so thrifty, not so industrious, not so tough in fibre. They had tasted the artificial life of the towns. Cinemas and dancing, chemical aperitifs, imitation absinthe, cheap ready-made clothes, high wages and short hours in the factories instead of low wages and long hours on the farms. Born during the last war or shortly after it they had missed the parental discipline which had toughened and given character to the previous generation. They were

wilful, cynical, irreverent, unruly, the products of victory and indulgence.

"All this led directly to the fatal day when a drunken Belgian soldier, one of a series of Belgian soldiers, dropped his rifle and equipment on the floor of our village café and proclaimed lugubriously 'La France est perdue,' France is lost.' "

So the myth about the "superior" virtues of the continental system, the open-air tables, the gaiety of wine, the absence of pettifogging restrictions, the freedom to drink day or night, reiterated by people who imagined that they had found the short cut that solved the problem of the liquor evil, has been exploded. But it took a major war and the loss of an Empire to do it.—Research Student, in the *Alliance News*, London, Jan.-Feb., 1941.

To Aid Clear Thinking--

THE FOLLOWING are now generally accepted by interested scientists and educators as accurate factual statements:

1. Alcoholic beverages may no longer be spoken of as stimulants, but as narcotics.

2. Even in small quantities alcohol has a marked drug effect with physical, mental and social consequences, that are specially significant in the present high-tension age.

3. The consumption of alcoholic liquors is in no way necessary to physical and mental well-being.

4. Changes in medical opinion as to the effects of alcohol in the human body have resulted in a very marked diminution in the use of alcohol in medical practice.

5. The food-value of alcoholic beverages is negligible, even if considerations of cost did not render the use of liquors impossible as a source of food supply.

6. There is a definite relationship between the consumption of alcoholic liquors and the incidence of alcoholic mortality.

7. Special opportunities of access to alcoholic liquors are usually associated with an abnormal alcoholic mortality, of which the most striking example is the heavy mortality among men directly concerned in the manufacture and distribution of these liquors.

RECENT PUBLICATIONS OF INTEREST AND WORTH

Straight Thinking, on Narcotics, by JOHN C. ALMACK, Professor of Education, Stanford University.

An interesting, factual presentation, outlining for students and teachers, the latest and best recognized scientific information on narcotics and the result of their popular use in daily living. All the drugs of narcotic character, frequently or generally used, are given attention—Alcohol, Tobacco, Opium, Morphine, and Marijuana. The objective approach and treatment of the experienced teacher and the clear reasoning of the writer who bases his appeal on tested information and its meaning, characterize the book.

Prepared for class and other educational use it covers, in six chapters, "The Narcotic Family," "An Inglorious Past," "Narcotic Addiction: A Study in Human Psychology," "Narcotics and Physical Ability," "The Cost of Narcotics; a Study in Economics," and "Men Against Drugs."

170 pages; 1940—Pacific Press Publishing Association, Mountain View, California.

Temperance Facts, W. G. CALDERWOOD. This 1941, 96 page booklet continues, and greatly expands, previous editions of "Facts" by this expert compiler of factual information, whose direct experience, study and observation, have been world-wide. A wealth of latest—and comparative, year by year—material, in Question and Answer form, classified and made easily accessible. Facts that speakers and writers need constantly. 25 cents per copy; five copies, \$1.00. Minnesota Temperance Movement, Hodgson Bldg., Minneapolis, Minn.

Alcohol and Traffic, SAMUEL R. GERBER, M.D. A brief and authoritative discussion of alcoholism in Traffic Accidents. Dr. Gerber writes from his experience as Coroner of Cuyahoga County (Cleveland), Ohio. 64 pages; graphs, charts and explanation. 40 cents; Better Book Press, Sta. B., Columbus, Ohio.

Alcohol Talks to Youth, HOWARD E. HAMLIN; Supervisor of Health and Narcotic Education, State of Ohio; A dialogue—Alcohol speaking from the laboratory. 25 cents, School and College Service, Sta. B., Columbus, Ohio.

IN PRIMITIVE SOCIETIES generally alcoholic beverages have been used variously as a common drink, in ceremonial festivals, and to stimulate merrymaking.—*Encyclopedia of the Social Sciences*, IX, 495.

IT'S NOT WHAT YOU POSSESS, but what possesses you, that counts.—R. B. S. Hammond, Sydney, Australia.



UNIVERSITY OF GLASGOW, SCOTLAND

Program of the Association

SEEK the Truth fearlessly, wherever it may be found, wherever it may lead.

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Examine—and evaluate—the conventional thinking, assumptions and social customs that give support to alcoholic culture and alcoholism.

Give attention to the social and national welfare aspects of the problem of alcohol, to the *concern that sees beyond self and group* to the health and safety of society.

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MARCH
1941

THE
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OF LIQUOR IN LIFE TODAY

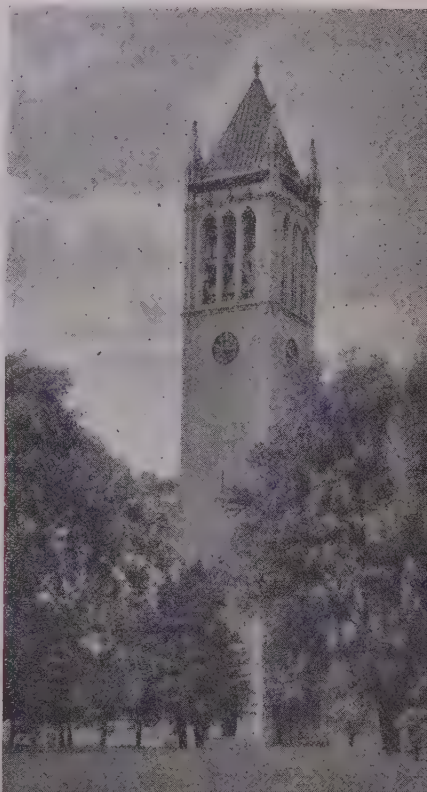
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THE INTERNATIONAL STUDENT

MARCH, 1941

Vol. XXXVIII, No. 5

HARRY S. WARNER, *Editor*

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Selling Alcoholic "Release"

By HARRY S. WARNER

ATTEMPTS TO UNDERSTAND the personal and social conflicts that center in alcoholic pleasure seldom go far before encountering the problem of the sale and distribution of the beverages that provide it. The forms of satisfaction that it offers are unique, but strong, continuous and widely accepted. Euphoric and narcotic in character, they offer a powerful and cumulative field for profitable investment. Since the qualities of alcoholic enjoyment are scientifically questionable and its consequences in society seriously unfortunate, the economic problem of production and sale is peculiarly difficult. For ages it has been, and is today, an occasion of continuous controversy.

Source of Social Conflict

The pressure in the liquor industry for gain, as revealed by ordinary experience and scientific study, is intimately connected with the growth and extent of alcoholic habits, social drink customs, and tendencies toward excess. Efforts to prevent intemperance sooner or later come face to face with the natural desire of the trade for self-preservation and growth. Opposition arises as soon as attempts to limit the distribution of intoxicants are included in any program of improvement or reform.

The connection between the excesses of alcoholism and the urge for economic gain is widely recognized. As early as 1900, Homer Folks, of the New York State Charities Association, wrote: "Let us recognize once for all that the most difficult factor in the problem of intemperance is not the man who wants to drink but the man who wants to sell drink."¹ "There is money in stimulating man's appetite for liquor. . . . The private motive by which sales are artificially stimulated is the

greatest single contributing cause of the evils of excess," said Viscount Astor, referring to the situation in Great Britain.² Studying the outlook immediately after repeal Raymond B. Fosdick wrote, "The profit motive is the core of the problem. Perhaps by a herculean effort we could temporarily hold in check the instinct of business to increase its profits, but we would be gratuitously assuming a task that in the long run promises disappointment and defeat."³

Creating "New Thirsts"

Referring to the century of effort to regulate the liquor traffic previous to prohibition, Edward A. Ross, University of Wisconsin sociologist, gave a realistic picture of how the urge for liquor profits functions:

"It came to be a 'big business' intent on profits,—always more profits. From being shrinking and apologetic, it became brazen and aggressive. It no longer pleaded humbly for leave to assuage existing thirsts. In order to 'promote business' it deliberately and methodically set itself to create new thirsts. It advertised, gave away samples, subsidized convivial organizations, encouraged festal customs of a 'damp' character, planted saloons in new places, and brought them into close partnership with the great social plagues, gambling and prostitution."⁴

About 1914-16 a national publicity bureau of the brewers supplied a weekly news letter to 5,300 of the 12,000 weekly papers of the country, with a circulation of 5,300,000 and an estimated reading by 15,000,000 people. The pieces of literature reaching readers by means of this bureau and the foreign language press was computed by the brewers to be 431,600,000 annually.⁵

One source of the movement for national prohibition, was resentment against the liquor traffic and its ceaseless drive for profits. On the other hand, the main resisting force against prohibition and the source of the money spent to bring repeal were the capitalists who wanted to preserve the financial possibilities of the liquor business. Those whose breweries and distilleries stood idle, saw in a legal trade, larger than any possible illicit traffic, a correspondingly larger source of income.

But whether the motive of gain is "the core of the problem," or only one of several, it must accept a substantial share of the social and personal consequences of commercialized narcotic "release." For the profit motive large and small, is a powerful factor. Men with capital to invest, will seek persistently and exploit to the fullest every source from which profits may be expected. And the promotion will be heaviest for those articles the demand for which grows and becomes persistent as a result of promotion.

Trends to Increase

Naturally, investors will not overlook so rich and steady a source as that created by the charm of toxic enjoyment, nor be satisfied to supply an existing demand, if, by advertising the returns may be multiplied. Consequently, the tendency to "turn every non-drinker into a drinker," "every occasional drinker into a frequent drinker," every "moderate drinker into a heavy drinker" is a basic fact when problems of regulation, control, and public consequences are to be considered.

The supplying of alcoholic pleasure in a market that, by promotion, can be greatly extended, assures a dependable and increasing source of gain to the capital invested and the men employed in the industry. The result is a persistent effort to exploit the market and increase sales. But the increased distribution and use of intoxicants bring increased social dangers. Together with stimulated sales come more drunkenness, more occasions for excess, more diversion of income from other expenditures, poverty, immorality, and crime. Accordingly the connection between drunkenness and the desire for profits is an outstanding fact in the problem of alcoholic satisfaction. The seeking of extra profits is the tap root of an illegal traffic, in violation of license, restrictive, state monopoly, and prohibitory policies alike. This force is continuous under all forms of control or limitation, drastic or moderate. All plans for improvement that tend to reduce consumption, conflict with the interests of the industry. Education on the scientific and social phases would go far toward solving the drink problem, and would develop a new generation subject to intelligent self-control, if those seeking profits from narcotic satisfaction could be restrained adequately from their trade propaganda.

“Narcotic” Sales and Profits

The economic demand for alcoholic beverages has its beginning in each new generation in response to tradition and the social customs of family, group and community. Inherited thus it might be called an unstimulated or average economic demand. It calls for a source of supply that corresponds with existing social usage.

But this traditional demand is only one part, *and a small part*, of the economic demand for liquor in a community at any given time. To hold the sale at this scale would be a herculean task, for two reasons: (1) The larger part of the demand at any particular time is that which has been created and enlarged by social pressure, previous trade promotion, and easy accessibility to a variety and large quantities of liquor; (2) The narcotic force of alcohol which calls for continuous satisfaction in increasing quantities as the habit of depending on it grows in individuals and becomes fixed as a custom in the community.

The characteristic “pull” of the desire makes alcohol the world’s greatest profit-producing narcotic. The feelings of ease, emotional release and escape that it produces are powerful factors in overcoming “sales resistance.” The economic demand for them in increasing quantities is steady and persistent; often it becomes imperative. When fully developed, it demands satisfaction at the expense of the necessities of life. It reduces or makes ineffective the demand for good clothes, healthful homes, and the means of preserving social standing. In the case of addicts, even the urge for food becomes secondary.

Dependence on alcohol, once developed, gives the liquor sales agency a dominant place of influence in the economy of the nation. The dealer and investor are certain of their profits; certain that they will increase and not decrease, unless powerful competing interests, or legal restraint are brought to bear on the drinker and the trade that supplies him.

With ordinary commodities the demand, in large part, creates the supply; with narcotics, and alcohol is a mild narcotic, the supply creates and multiplies the demand. Such profits may well be called “narcotic profits.” For “excess does not lead to moderation, but moderation leads to excess. To pro-

mote or even to suggest the idea that moderate use of alcohol is in itself desirable and harmless would constitute the most appealing, the most powerful and the most effective invitation to drink which any distiller, brewer, or bootlegger could hope to have devised."⁶

Advertising Emotional Release

For twelve years liquor advertising was practically eliminated from American newspapers and magazines. Preceding that period, advertising and all forms of publicity were unusually heavy. Vast promotion campaigns, appealing not only to the desire for liquor, but also to the financial interests of the public on account of investments in the liquor industry, had been carried on intensively in resistance to the movement toward local, state and national prohibition.

Consequently, the advertising campaign that began in this country in 1933, unlike that in England in the same period, has a background of twelve years in which trade promotion by regular advertising did not exist. However, at no time, did liquor lack for publicity, as news about it was super-abundant. Since repeal newspaper, magazine and radio advertising of liquor have been unprecedented. It was estimated in 1936 that the brewers and distillers were spending \$25,000,000, annually, in a campaign that was "apparently calculated to make the United States the most disgustingly wet nation on earth."⁷

Yet one fourth of the daily newspapers of the country decline to carry advertising of alcoholic beverages; 374 ban hard liquor but accept beer advertising; 178 carry none of any kind, and 1,200 to 1,400 accept advertising for all kinds. Some decline on principle, being opposed to the liquor traffic; some believe it good business; others, because of state laws. None of these papers expressed any regret at not sharing in the \$23,000,000 spent on liquor advertising in 1937, according to opinions gathered by *Editor and Publisher*.⁸

Since renewal of the legal liquor traffic newspapers have been the chief means to publicity; such publicity serves both to promote sales and to strengthen social approval of drinking customs. It helps to keep the Press sympathetic to the traffic when interpreting news of the part taken by liquor in accidents, crime, and other news of the day. "A check of liq-

uor advertising at the end of the first year of repeal shows that the newspapers benefited by nine or ten million dollars from liquor advertising.”⁹ Newspapers far outstrip other media, magazines, the radio and billboards, in liquor advertising.

A Baltimore daily carried 520 inches of liquor advertising in one day, 268 of food, 127 of department stores, and 114 of autos and accessories. Of a total of 1,523 inches, the liquor advertising was about 33 per cent.¹⁰ A New York daily carried 675 inches of liquor advertising, 465 clothing, 368 department stores, 219 autos and accessories, 212 amusements, out of a total of 2,998 inches that day.¹¹

A Washington daily, just before Christmas, carried 594 inches of liquor and 1,482 of other advertising. The liquor ads constituted 29 per cent, or 33 per cent, omitting want ads. Arguments to buy in anticipation of Christmas included “Giving and serving ——— at Christmas has been an honored custom since 1857.” “Captain ‘X’ always made for holidays a rum punch so delicious and festive that it has been used in his family ever since”; “The season’s best” (pictured old bottles); “just an old-fashioned custom.”¹²

Recent Sales Appeals

The keenest efforts of sales psychologists are employed to overcome “sales resistance,” increase the number of users and the frequency of use, make effective appeals to all groups, temperaments, emotional types, and ages in the average American community. The resistance to be overcome includes the ignorance of alcoholic sensation, the intention to be moderate, a preference for non-intoxicating and sweet drinks, the enjoyment of recreation, ethical and religious principles, and, beyond all, the desire to be abstinent. To change standards of conduct, induce all classes and individuals to drink, and to *keep them purchasing liquor steadily*, seems to be the purpose of newspaper, radio, and magazine advertising.

Already this advertising program has broken the convention that women should not drink in public. They now drink freely at bars, cocktail rooms, taverns, and restaurants. The women illustrated as drinking are always attractive, self-possessed, chic; never maudlin. “Not one of them ever spills liquor on her ‘exciting cocktail suit,’ or sprawls in men’s laps, or suffers from

CHILDREN WHO LIVE in an alcoholic environment are frequently so crippled in the development of their personalities that they never can be made psychologically straight and strong again. It is obvious, even to the casual observer, that they never have even a remote chance for happiness and success in life. The alcoholism of a father or mother, and the home conditions it produces, have loaded the dice against them.—EDWARD A. STRECKER, *Psychiatrist, University of Pennsylvania.*

nausea"—in the pictures. There, at least, they behave perfectly, are effulgently beautiful.¹³ "Young women regard it as the smart thing to do. A lot of us are beginning to worry about our girls—and the kind of mothers they are going to make. They see the society pages full of swell people giving cocktail parties. They see a lot of magazine advertisements that glorify drinking in such a way that booze seems right as rain, wholesome as fresh air, and safe as certified milk."¹⁴

The following illustrate the motives appealed to in the effort to enlarge the desire for liquor pleasure:

Appeal by suggestion: "Picture your beer in attractive surroundings," said an expert. "Show the housewife how to serve beer." "Arrange window displays definitely aimed to lure women into your shop." "The minute you put vitamins in your beer, there is a strong appeal to the entire family . . . 'Vitamin beer' is the real health beverage for grown-ups and youngsters alike—the real family drink."¹⁵

Appeal to youth: "Make youth liquor conscious . . . concentrate all advertising on the young men and women."

Appeal to the senses: "Make their mouths water" . . . "More fun per bottle," a streetcar poster, all face and mouth, expressing physical sensation after drinking. "It is smoother! Mellow!" "a sovereign drink for a cold night," "Thousands thrilled by grand beer-y flavor," "So smooth you can sip it

. . . not a raw edge, not a trace of harshness." "Every gin drink tastes smoother," "Born to be mild, not wild!" "Man, what a treat you're in for when you take your first."

Appeal to self-superiority: "What? Pass up ——— to save a quarter? Not me." "Respectfully reserved for men, the sturdy flavor of ———." "Made by men who know fine whisky—praised by men who relish fine whisky." "The doughty old whaler and clipper master . . . was very partial to hot buttered rum." The pictures of men illustrating these ads are aristocratic, self-possessed, the big executive, the men who "do things," the men the millions would like to be, if they could.

Appeal of "old times": The mystery of the past, of "a somethin'" lost, now regained. "Why, man, that tastes like those fine American blends we drank before the war." "Like all Kentucky whisky used to be made—like we've been making it since ———." "Same old ——— beer, my boy! . . . just the way it tasted when I was your age." "The years between couldn't dim the memory," "Old-fashioned . . . one of the fine, before the war type." "Grandpa was the first to note what real personal attention will do." "For any man who knows the fine whiskies of a generation ago."

Appeals to thoughtless readers: "You can live 11 years more than your father," a headline followed in smaller type by "the average American's life-span has increased by 11 years since 1900." This simple statement of fact is bound to suggest that lengthened life is associated in some way with the qualities of whisky. "'Foxy' tonight . . . 'frisky' tomorrow," and "Don't let tonight's 'set-up' result in tomorrow's 'let-down'," or "Don't be a 'bull' tonight, a 'bear' tomorrow," applied to a brand advertised as against other varieties has little meaning, except that there may be a "hangover" the next day which would be relieved by another drink.

To suggest only a favorable "degree of euphoric pleasure, between sobriety and obvious drunkenness, is the problem of the modern advertiser. He dare not use the word 'drunk,' let alone 'dead drunk' . . . The appeals must be catching and ever-changing; *above all, they must come in an unbroken stream,*"¹⁶

(Continued on Page 150)

The Effects of Alcohol

On Automobile Driving

By A. R. LAUER

THE PROBLEM OF DRINKING and automobile driving is daily becoming more acute as the speed of automobiles increases and the traffic density becomes greater. The courts are trying to solve the problem from the legal angle. They are puzzled by definitions, severity of penalties made mandatory by statutes, fixing, pathologic symptoms of non-alcoholic origin, constitutional rights of the alleged violator and dozens of other angles peculiar from the point of view of the legal profession.

Traffic enforcement groups are never quite sure of a case designated as "under the influence." The medical profession has hastened to the rescue with ways and means of measuring the amount of alcohol in the saliva, the breath, the urine, or the blood. Much progress has been made in the methods of analyzing the alcohol content in the various body fluids. These data are all valuable and fundamentally important, yet we still have another basic question to answer, "How much must a man drink to render him a dangerous driver?" Here again is a puzzling question. Some drivers are dangerous without even taking a drink. "How much alcohol does it take to reduce the efficiency of a driver to a point where he is incapacitated and should be taken off the road?" Here lies the crux of the problem. It is our purpose to present known facts relating to the effects of moderate amounts of alcohol on the human body and to try to indicate some of the obvious effects of alcohol on performance of a nature related to automotive performance.

Before going into the more practical aspects, let us review some of the known facts regarding alcohol and its action on

Condensed from an address by Professor Lauer to the Iowa State Medical Association, Des Moines; reprinted from the *Journal* of the Iowa State Medical Society, July, 1939. Dr. A. R. Lauer is associate Professor of Psychology at Iowa State College, Ames, giving special attention to research in problems of public safety.

the human organism. It must be remembered that bacteria in the body create a trace of alcohol, to the extent of about .0004 per cent in the brain, .0025 per cent in the liver, and .004 per cent in the blood. However, these quantities are almost negligible. The person of average size will dispose of alcohol, absorbed into the tissues after being ingested, at the rate of about ten cubic centimeters an hour. About two per cent of alcohol is eliminated from the body unchanged. This, however, may vary from one to ten per cent. The remainder is oxidized by the body. Deep breathing, muscular activity and other forms of energy expenditure will speed up the rate of elimination. Thus a healthy man of 150 pounds will dispose of about a pint of 188 proof spirits in twenty-four hours; that is, the amount of pure alcohol in a quart of whisky. This would be approximately the equivalent of about ten quarts of five per cent beer.

Let us look further. Alcohol after being ingested is absorbed very quickly and permeates the entire body. About one-fifth is absorbed directly by the stomach. The most of the remaining part, or about 98 per cent, is absorbed by the small intestines. The effects begin after the first few minutes and reach a maximum in from two to two and one-half hours. Many tissues of the body receive more than their share of alcohol absorbed. While the saturation point of the body is five grams per kilogram of body weight, the brain will show an unduly large proportion of alcohol. This probably means that the effects on mental activity are likely to appear before physical effects. A narcotic tends to affect the centers of highest metabolic rate first.

What Affects the Rate of Absorption?

There are many angles to the alcohol problem in relation to drunken driving. Some of the most important questions may be given as follows:

1. What was the concentration of the drink? Hard liquors will be absorbed much more rapidly than the light varieties.

2. What has the person eaten before or at the time he drank? Any kind of liquid or food will reduce the absorption rate but oily foods and fats will greatly retard the absorption rate. Milk is one of the best foods for slowing up absorption.

3. Over how long a time were the drinks spread? This has a great deal to do with absorption rate. The higher the rate the more rapid the absorption. Perhaps merely a matter of concentration.

4. Is the person an habitual drinker? This is very important. The effects of alcohol may vary widely in different instances. . . . the absorption rate is about twice as rapid for the neophyte and the effect lasts nearly twice as long. The concentration in the blood of the latter, a close correlate of symptoms of drunkenness, after three hours is three times that of the habitual drinker.

5. Physical condition and other factors no doubt influence the effect of alcohol on the human body.

What Determines the Effect on Behavior?

The above facts answer many of our questions as to the physiologic progress of alcoholic absorption. They do not go to the root of the problem and tell us the effects of say .010 per cent of alcohol in the blood. We want to know what types of behavior are most important in driving an automobile. Only the high spots can be covered in this brief account. Our studies of normal drivers have shown that a safe driver must possess the following basic qualifications: He must be able to meet new situations instantaneously and accurately. This of course is a general statement. More specifically he needs all the speed of movement and activity he has; all the strength he has; all the observational and interpretive powers he has; a quick shifting and wide margin of attention; good vision; a recognition of, and tendency to keep out of danger; a considerate attitude toward other drivers and pedestrians—a humane attitude; and finally a cautious attitude toward any semblance of risk or danger and emotional control. He must have endurance to maintain these characteristics during a long period of driving. This requires, good health, proper food, plenty of sleep, freedom from narcotic and other depressant drugs, and sound mental health.

Effects of Alcohol on These Characteristics

There is much experimental information available and we need not review it all here. In a very general way we may say

that alcohol deadens the mental activity and slows up the general powers of observation. It tends to weaken the individual in the secondary stage as a depressant, and slow up his physical activity. It tends to make him oblivious to many important features of his environment, one reason for drinking, by narrowing the scope of attention and by increasing the time for the shift of attention from one thing to another. So far as we know it has little effect on visual acuity, as such, excepting in extreme cases where diplopia or double vision occurs. In addition, alcohol is well known to result in lack of caution and realization of danger, a lack of consideration of other people, and in certain cases a decided lack of emotional control. Thus our pedestrian alcohol accident problem is on the increase—an utter disregard for danger. The driver must have endurance, and drinking not only decreases strength, per se, but invites late hours and revelry which will no doubt produce secondary ill effects. As a depressant, it is likely to lead to bad attitudes in general. We of course have not touched upon the problem of alcoholic psychoses. Here is another field that is inviting to those who are interested in chronic alcoholism of the habitual inebriate. It is somewhat out of the realm of our discussion.

How Solve the Problem?

To determine the effect alcohol has on driving we must study the responses involved in driving. Facts must be established to ascertain what persons are most likely to be affected by alcoholic liquors and under what conditions they are most affected. An enforcement officer will eventually carry equipment to determine the driver's level of performance without alcohol after which he will measure the amount of alcohol in the blood, breath or saliva; and finally by formula, which will be evolved, he may be able to point out to the driver the best way of safeguarding himself and others. It is well established that alcohol, in sufficient amounts, will influence behavior. The point at which alcohol becomes effective has always been slightly doubtful. Carlson and others in 1934 found that 30 to 46 milligrams per 100 cubic centimeters produced no signs of intoxication. At 60 milligrams per 100 cubic centimeters they found some unsteadiness and impaired motor functions. There is some evidence that alcohol affects the

judgment before the rest of the tissues. This problem has been investigated to some extent and the results apparently indicate early effects on judgment. The present experiment was formulated with the idea of determining the effects of small quantities of alcohol.

Method and Procedure

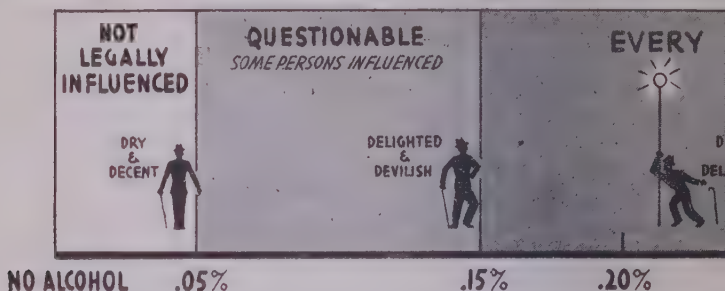
The method used in the present experiments was that of giving the subjects practice in advance, on laboratory apparatus developed by the National Research Council for evaluating driving performance. A description of the equipment was made by Lauer. It suffices to say that the equipment has been used in twelve states during standardization tests and the superior records are made by test drivers and highly proficient performers. On the other hand, beginners and inefficient drivers rarely made even an average score. A previous study of nine drivers showed similar general results. Thus, it had been established that the functions could be measured and that the tests were more or less valid.

The subjects used were as follows: first a physician, non-drinker, weight 160, age 34; second an engineer, non-drinker, weight 160, age 30; third a war veteran, drinks some and has been arrested for drinking, weight 165, age 46; and fourth a physician, non-drinker, weight 185, age 31. Three subjects were practiced twice in advance and one was given one practice. There is reason to believe that a plateau had not been reached and that further improvement offset, to some extent, the effects of alcohol.

The experiment began at 7:00 in the evening when all subjects were given a complete set of tests to be used as a standard of comparison. This, in every case, is used as 100 per cent. Two and one-half ounces of alcohol in the form of whisky, diluted to about 200 cubic centimeters were given. After thirty minutes the blood tests were taken and the subjects given five key tests which show the effects of alcohol on driving performance. The subjects were given another two and one-half ounces, allowed to rest for thirty minutes and then retested. Dosages of two and one-half ounces of 94 per cent proof whisky were given three of the subjects at intervals of

(Continued on Page 146)

THERE IS A DEFINITE RELATION BETWEEN ALCOHOL AND ACCIDENTS



Accident Facts from Safety Council

IN ONE OUT OF EVERY FIVE fatal accidents during 1939, a driver or pedestrian was reported as having been drinking.

One in every seven pedestrians and one in every nine drivers were reported as drinking prior to being involved in fatal accidents.

Special accident surveys with chemical tests indicate that the officially reported figures, high as they are, may underestimate the true importance of the alcohol factor.

Much of the variation in figures reported by the different states is due to differences in methods used in reporting.

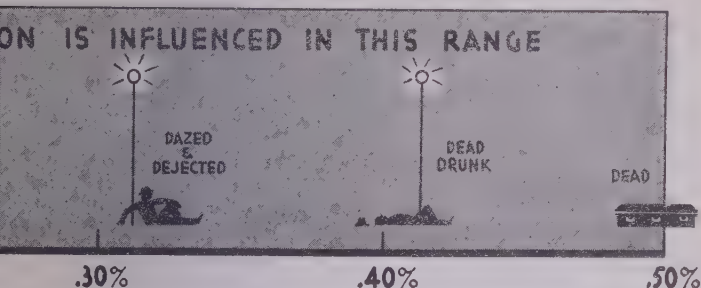
Results of a special study indicated that drivers with more than 0.15 per cent of alcohol in their blood are 55 times more liable to be involved in a personal injury accident than are drivers with no alcohol.

A chemical test survey of persons killed in traffic accidents in New York City showed that 33 per cent of the pedestrians and 42 per cent of the drivers had more than 0.10 per cent of alcohol in the brain.

A three-year study in New Jersey showed that 78 per cent of the drinking driver accidents occurred between 6:00 p. m. and 6:00 a. m., whereas only 46 per cent of all motor accidents occurred during the same hours.

The drinking pedestrian is an important factor in fatal traffic accidents in rural as well as urban areas, and the drinking pedestrian is primarily a night time problem.—From Committee on Tests for Intoxication; *Report to the National Safety Council*, 1940.

IN THE BLOOD AND DEGREE OF INTOXICATION



—From The National Safety Council, Chicago. Reprinted by permission.

The Drinking Auto Driver

DRIVERS UNDER THE INFLUENCE of alcohol cause many accidents. Recent studies show that the danger is 55 times greater when the driver is under the influence of alcohol than when he is not.

Police have trouble proving that obviously guilty drivers were under the influence. The possibilities of illness, taking of medicine, and of injury in the accident are used as successful defenses to enable the guilty to go free.

For a long time the drinking driver has been dodging justice by ingenious alibis. But he has at last been tripped up by scientific tests which take the guesswork out of dealing with the highway tippler.

These tests not only show whether the accused driver had been drinking, but whether he had drunk enough to affect him.

They free the innocent, convict the guilty. They are getting results in court after court throughout the country.

The problem is to make the widest possible use of them. The National Safety Council suggests one sure-fire way of doing this. It offers free a new sound slide film—"Testing the Drinking Driver"—which shows dramatically how these new scientific tests seal the doom of the tipsy motorist. It shows the doctor, the lawyer, the jurist and the enforcement officer how he can use the tests, and the average citizen how the menace of the drinking driver can be removed.

For educational purposes the film can be borrowed free from the National Safety Council, except for transportation and insurance costs. Address 20 North Wacker Drive, Chicago, Illinois.

EFFECTS OF ALCOHOL ON AUTOMOBILE DRIVING

(Continued from Page 143)

about one hour. The fourth subject did not receive the final dose as the supply of spirits was depleted. . . .

Summary and Conclusions

Four subjects, three non-drinkers and one drinker, were given two and one-half ounces of alcohol and tested for effects after blood samples were taken. The results must be considered in the light of the few subjects used and the limitations of the experimental conditions described. In general, it may be said:

A. That a noticeable effect on behavior occurs somewhere between 35 milligrams and 65 milligrams of alcohol per 100 cubic centimeters of blood.

B. That the greatest loss in efficiency is found in the abilities relating to judgment. These averaged about 25 per cent. Motor performance followed with about 23 per cent loss, while sensory capacities showed only 14 per cent loss.

C. That the direct effects of functions relating to driving seem to be:

1. Heightened variability and inconsistency in performance.
2. Decreased tolerance to glare.
3. Increased reaction time.
4. Poorer observation.
5. Tendency to speed up and be less cautious.

D. That the finer coördinations are eliminated first.

E. That, in general, the effects of alcohol are variable with individuals, but small amounts are potentially dangerous. Accidents taking place in which the concentration is not over 50 milligrams per 100 cubic centimeters of blood may easily be accounted for by the effects produced on behavior. The conclusions offered need to be verified further by many cases at different age levels.

HOLD ON until you can't hold on any longer—then get a fresh grip.—R. B. S. Hammond, Sydney, Australia.

Liquor In Life Today

*Seek the Truth
Come Whence It May
Lead Where It Will*

Chief Health Problem Today

Alcoholism is the greatest public health problem at the present time which is not being systematically attacked. . . . There are over 100,000 sufferers in the United States.—DR. WINFRED OVERHOLSER, Superintendent, St. Elizabeth Hospital, Washington.

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From Board of Parole Viewpoint

There was a time when I thought that church people were narrow on the subject, but having been a member of the Board of Parole for seven years, I have had an opportunity to see the extent to which crime is directly attributable to liquor. I have seen literally hundreds of fine young men convicted of felony for no other reason than that they were under the influence of liquor at the time of the crime.—WILBUR LA ROE, Committee on Civic Affairs, Washington (D. C.) Federation of Churches.

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Expanding Business

Judge Arthur S. Guerin, of the Los Angeles Municipal Court, recently appeared before the Police Commission to urge the establishment of a prison farm for the rehabilitation of drunkards. He explained that he handled approximately 5,000 "drunks" a month at the night court over which he presides, and that many had been sent to Sunshine Farms, a county establishment at Castaic, but that there was no room for any more. The results of the experiment were so pleasing to Judge Guerin that he wants to see it made a permanent thing.—*National Voice*, Los Angeles.

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Scourges—Growing, Receding

If there were as much money to be made out of the germs of tuberculosis and syphilis, as there is out of the drug that germinates alcoholism, they, too, would have remained the scourges they were in other years.

The germ which creates alcoholism is more prevalent today in the nation than at any time in its history. Nothing is being done to curb its spread, but every possible aid is given to increase its spread.—SENATOR MORRIS SHEPPARD.

A Ratio of 1 to 66

The Federal Bureau of Investigation in a recent report shows that "in 1939 there were 1,214 American cities with a total population of 39,147,097 reporting 592,510 arrests for drunkenness. . . . Drunkenness in the United States has reached an alarming point."—*The Spotlight*, Sept., '40.

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1940 Profits in Misery

The year 1940 was another year of continued prosperity and activity for the liquor industry. While millions of our people struggled against privation, want and misery; while America began to call forth its material resources to prepare against modern aggressors; and while American youth prepared to leave their homes and occupations to enter upon a period of preparation and training in defense of a civilization which they believe to be worth preserving, a golden stream of profits continued to pour into the coffers of the liquor industry as constantly as relegalized liquor poured incessantly out of its vats, its casks, its barrels, and its bottles to undermine and cripple the human resources of the Republic.—SENATOR MORRIS SHEPPARD, in the Senate, Jan. 16, 1941.

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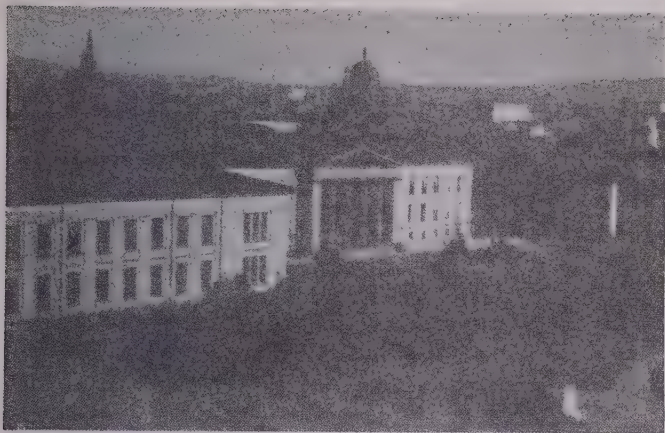
Rules or Clear Thinking—Which?

The old rule prohibiting Princeton undergraduates from having liquor in their rooms has been revised by the university's board of trustees. It carried a penalty of dismissal for violations, but in recent years it has been supplanted by an unwritten rule making disorderly behavior the only offense connected with liquor on the campus. . . . The trustees tacitly agreed to permit liquor by changing the rule to read:

"Intoxication or disorder and bad manners arising from the use of liquor are particularly serious offenses and will subject the students involved to the penalty of suspension or dismissal."—*Phila. Inquirer*, Feb. 3, '41.

"The regulation has been on the books for nearly two hundred years," comments *The Christian Century*, Feb. 12. . . . "Perhaps because it has been so long abrogated in practice its existence was unknown to those most intimately concerned. One may guess, with a good deal of assurance, that the academic authorities did not take this recent step because of any desire to encourage undergraduates to keep liquor in their rooms. It is a bad thing for them to do, and almost everybody knows it except a few of the undergraduates themselves. . . . More likely the authorities were merely recognizing the fact that respect for college regulations is not increased by keeping on the books rules that can not be enforced . . . that the college or university can not stand in *loco parentis*, controlling the manners and mores of students twenty-four hours a day. Or, that so many of the *parentes* keep liquor in their own rooms, that the university . . . could not properly enforce a stricter standard than that of the home.

"Nevertheless, as college rules grow fewer and more lax, college influences for right living as well as clear thinking ought to grow stronger."



UNIVERSITY OF OSLO
OSLO, NORWAY

UNDER THE INFLUENCE of alcohol we live, as we say, in the present; but that means nothing except as an expression of shrinking consciousness. As long as the brain is under alcoholic influence, even in the slightest degree, one is not fully one's self, not real, not free.

—DR. JOHAN SCHARFFENBERG, UNIVERSITY OF OSLO.

“Escape” Not Chief Motive

Women have their full share of trouble; they have neuroses and depressive psychoses to the full extent of their mates or their brothers and fathers; they are frustrated sexually, economically and socially; within them boil all kinds of diverse conflicts; if escape were the chief reason for alcoholism there would be one female for every male of the same genre.—DR. ABRAHAM MYERSON, Director of Psychiatric Research, Boston State Hospital, *Qr. Jr. of Studies on Alcohol*, May, '40.

SELLING ALCOHOLIC "RELEASE"

(Continued from Page 138)

"To keep the stream effective, the advertising expert must coördinate all the printing arts, make his lay-outs beautiful, technically perfect. He must find copy writers with power of language to make the reader's mouth water for a taste of the distinctive reputation of the distiller. He must provide pictures illustrating the sophistication, pleasure, and health which may be obtained by drinking the reputation, but not the alcohol, in his client's product. Unfortunately for the one who attempts to do this, the alcohol is a much more tangible and potent ingredient of the product than are 'reputation' and 'quality'."¹⁶

In studying the 1,054 appeals in the 841 liquor advertisements which appeared in two national magazines between August, 1933, and March, 1939, the following distribution was found: Appeals based on flavor, 205; on reputation of the maker, 183; quality, 180; the brand name, 79; miscellaneous appeals, 77; on articles and scenes associated with drinking, 57; sociability, 51; sophistication, 38; euphoria, 35; sports, 33; relaxation, 22; price, 22; health, 8; and drinking customs, 7. The study is summarized as follows: "Of 841 advertisements studied, only 35 were based on the euphoric powers of alcohol. All others praised the flavor of the liquor, the vague element of 'quality,' the number of years the distiller or brewer had been in business, or some other point which has little or nothing to do with the ability of liquor to produce alcoholic pleasure. . . . We marvel at the ingenuity of men who can sell liquor to the American people with *advertising* which praises it for *every quality except the one for which people drink it*—its power to produce the illusion of well-being called euphoria."¹⁷

Creating and Enlarging Demand

Regarding their product merely as one which many people desire, and ignoring its tendency, when distributed widely in a community, to create unusual tendencies toward excess and disorder, liquor industries seek to extend the market for it to the limit of possible consumption. They seek the maximum of profits that are assured by the insistent and steady demand

that the continued use of alcoholic beverages insures. Not community welfare, but gain, stands first.

Following the slump in quantity consumption of the two decades previous to 1930, a movement for the re-establishing of former markets and the cultivation of new ones grew strong in various countries. Frankly acknowledged was the aim of creating liquor desires where they did not exist and the enlargement of those that did exist. Propaganda to this end was outstanding in Great Britain in 1930, in the United States a year or two later. During the fifteen years of prohibition, said a brewers' publication, "We have only to refer to the statistics to find out that a taste and habit was built up for soft drinks—sweet drinks. Beer is having plenty of difficulty in breaking down this habit."¹⁸

"The main objective of the wise brewer today is to win new customers. There still are millions of persons in the United States who are not regular beer users—they offer the greatest opportunity for profits. A new campaign for beer has been directed toward the women's market. Every brewer knows the appeal of the 'old-time' angle used to win the elderly beer consumer, but also the new generation who have consumed soft drinks chiefly."¹⁹

To broaden the market and make it permanent advertising was designed to bring liquors into favor with the housewife, to win for them a regular place in the home. "Until now there have been only sporadic attempts in this direction."²⁰ "Why not enlist the brewers of the nation in a campaign to place beer in its rightful place, alongside of the bread and other foodstuffs, in the pantry of the homes? After all, it is the housewife who holds the family purse-strings . . . place beer on the family marketing list so that the good housewife with market basket on arm, will consider her family shopping incomplete unless there is an ample supply of beer for all the family. . . . Once we convince the housewife that beer is both a temperance beverage and a foodstuff we have placed beer, its brewers and distributors, in a solid, firm position to combat its unfair attackers and constantly growing unfair regulations."

The American home, in which children, growing youth, and mother were largely free from alcoholic drinks during the

years of "the old saloon," stood out to the aggressive liquor capitalist of 1933, as the most extensive undeveloped field for dividends to be found anywhere. This field they have been cultivating relentlessly. With narcotic desires stabilized into life habits and social customs in youth, continued income from investments in breweries, distilleries, and the advertising pages of magazines and newspapers, is guaranteed.

To increase the number of drinks per day advertising releases to restaurants, hotels, and tavern keepers ask, "How can you make people drink at noon?"; then they answer with an outline of tested sales plans, to increase receipts by "selling to a large percentage of the people who never touched a drink at noon before."²¹

During the first years after repeal the whisky industry "deliberately produced three times as much as it sold—and went on doing it for two and a half years."²² In other industries such production would suggest a "business madhouse. But the new generation of liquor makers had to build up stocks where no stocks existed . . . they stored away much of their output for aging, kept their eyes on the day—around 1939—when they would have enough good bonded whisky saved up to offer at low prices."

A large supply on hand, a wide market for an article that steadily increases the demand for itself causes that demand to grow to such an extent that it gradually makes difficult the gratifying of other needs. To the liquor interests this is a factor of great economic importance.

For this reason, as Professor Carver says, "the liquor interests have never been content with converting non-drinkers into moderate drinkers. They have pushed the sale of their wares by every device which modern salesmanship could invent. They have hired the most expert psychologists to help break down sales resistance, the most expert caricaturists to make non-drinkers look ridiculous, the most expert liars to misrepresent the temperance movement. They have prostituted the press with the purchase of advertising space. One can scarcely go to a movie without having his intelligence insulted with mawkish attempts to make the drinking of quarts (literally quarts) of whisky look respectable."²³

In the years preceding national prohibition, high-pressure

advertising and salesmanship was an outstanding fact. "As production and distribution were centralized," wrote Professor E. A. Ross, in 1921, "the business grew more capitalistic and the saloonkeeper came to be the brewer's man, systematic efforts were made to 'shove' liquor, especially beer. As a result between 1880 and 1907 the annual per capita consumption of all liquors in this country rose from ten gallons to nearly twenty-three gallons. Far, then, from being a gratuitous stroke at a dying social custom, prohibition was an urgent social-defense measure forced by greedy liquor interests which were so short-sighted that they would not leave non-drinkers alone."²⁴

Exploiting the Home

In the half century before and after 1900, home drinking had been greatly reduced, especially in the middle classes. Liquor in large measure was banished to the saloon. There it remained even while the per capita consumption was rising to its 1911 peak. The homes of America, except among the very rich and the foreign-born, were generally free from regular or frequent drinking.

Since repeal, liquor-selling has moved up close to the home. It is right at hand in the grocery, the corner drug-store and the off-sale liquor store. Home delivery systems have been expanded, sales-promotion redoubled; the radio, newspaper, market-list, hand-bill, magazine and every other form of advertising keep the attractions of alcohol constantly before the attention of women and youth. Liquor is freely available now and is being used more generally in homes than in previous years.

"Women have discovered that they, too, can enjoy an excellent cocktail, a smooth high-ball," says a whisky advertisement. "Teach American women how to drink." "Invite them to your bars and tap-rooms." "Show young people how to enjoy the delightful wines of America." "Cultivate the public; don't worry about the politicians." "Aim at bringing liquor consumption in America up to equal the much larger per-capita use in Europe." "Make youth liquor-conscious." "Make it smart to drink." "The local newspaper is your key to sales: it goes directly into the home," are advertising techniques that have been producing results.

The propaganda to create a great new demand for alcoholics among women and youth, as well as men, is wide and persistent.

Saturating the Market

The liquor industry knows well the profits to be made from enlarged and continuous use of alcoholic beverages. It seeks to increase sales beyond anything that can be called a "normal" demand, the market for previously existing desires. Advertising artificially stimulates and multiplies all demands. As was pointed out by Raymond B. Fosdick in the first year after repeal; "We are already overwhelmed with the skillful, persistent liquor advertisements of the modern sales psychologist. This is but a foretaste of what is before us. All this is inconsistent with any idea of restricting the sale to an unstimulated demand."²³ Continued advertising of liquor by radio, magazines, newspapers, the Sunday supplements, tends to make uniform the habits, customs and ways of thinking in all groups of the country. These mass impacts create and strengthen social approval of those customs that insure most profits.

Under license in the old saloon days, the liquor trade created a "big business," persistently seeking profits; under prohibition, it stimulated the huge gambles taken by the bootleggers, rumrunners, and others of that illicit brotherhood; under the post-repeal systems, its range and operation have been diversified and expanded through restaurant, grocery, tavern, filling-station, hotel, cocktail room, state liquor-store, private liquor-store, and the whole manufacturing and distributing trade more widely than was found under any previous system of liquor distribution. The number and variety of sales places increase the number of drinkers among young people and women as well as among men, to a degree far beyond that which prevailed in earlier years. This forecasts a more general consumption of alcoholics in the future than in the past, as well as larger profits, with the development of a larger number of addicts.

An illustration of quantity sales promotion and the results in the culture of a great city, in 1906, is the following:

"The brewers employ special agents to watch continually every nook and cranny in Chicago where it may be possible to

pour in a little more beer. . . . If a new colony of foreigners appears, some compatriot is set at once to sell them liquor. Greeks, Lithuanians, Poles . . . have their trade exploited to the utmost. Up to last year, no man with two hundred dollars, who was not subject to arrest on sight, need go without a saloon. . . . Under this system of forcing, Chicago has four times as many saloons as it should have from any standpoint whatever, except, of course, the brewers' and the wholesalers'. . . . There is now one retail dealer to every two hundred and eighty-five people . . . every man, woman and child in Chicago drank in 1906, two and one quarter barrels of beer—three and one half times the average consumption in the United States. Each also drank about four gallons of spirituous liquor—two and one third times the average. The main object of the brewing business, the thorough saturation of the city, especially the tenement districts, with alcoholic liquors is well fulfilled."²⁶

From this same background, the City of Chicago, a professor of sociology at the University of Chicago, nearly thirty years later, after experience with license, prohibition, repeal and control emphasized the same fact, that "The stimulation of liquor sales and an honest desire to bring about temperance are wholly incompatible, as anyone who reflects a moment will conclude. As a matter of fact, the elimination of the profit motive is the basic principle underlying the solution of the problem."²⁷

Stemming a Receding Demand

The liquor industries of the world, by 1930, knew themselves to be facing a slump of gigantic proportions in the desire for their product. The world production of intoxicants for beverage purposes, had decreased 41% in thirty years. The use of intoxicants in many modern nations was receding. Severe limitation in production during the World War, increasing restrictions for social welfare and revenue purposes, reduced income in European depression periods, the banishment of "hard" liquors in the Scandinavian countries, the national prohibition experiments in Finland and the United States, the growing demands for efficiency in industry and for safety on the railroads, the fifty years of activity by temper-

ance and religious movements, the attitude of youth movements in continental Europe, and anti-alcohol educational activities in many countries, had brought a crisis to the liquor industries of Europe, America, Australia and other parts of the world.

Especially serious for the future was the reduced popularity of alcoholic pleasure among young people. In Great Britain the trend away from drink among younger people was noted sharply, by a spokesman for "the trade" who complained, in 1932, that "the chief customers of the public house today are the elderly and middle-aged men," that, as a result "we shall have to face a steadily falling consumption of beer," that "there are so many competing beverages and so many competing ways in which the working classes can spend their surplus money," that "we want new customers," "want to get the beer-drinking habit instilled into thousands, almost millions of young men who do not at present know the taste of beer."

In the United States, liquor men acknowledging the conditions, reported that "half the expected market for beer does not exist today," that "not one tenth of one per cent of the youth in college know what really good American beer tastes like. . . . They will have to be educated." "What happened to beer-drinking habits in fifteen years of prohibition?" asks a writer in *Brewer and Maltster*. We have only to refer to the statistics to find out that during this time a taste and habit was built up for soft drinks—sweet drinks." "What should the brewers do?" asks a publicity representative. "They must re-educate the young men and women of America who have grown up in the prohibition era. . . . They form the most outstanding problem of the brewing business today." Speaking of the soft drink habit, a publicity man a year or two later said: "Beer is having plenty of difficulty in breaking down this habit."²⁸

The reaction toward liquor after 1930, coinciding as it did with the world financial depression, was further strengthened by the desire of producers to find profitable markets during this difficult period, as well as to insure their future. They undertook to create that part of the demand for their product that had been lost during the first third of the century. At first this was not easy. They had to meet the growing compe-

tition of a vast, new moving picture industry, enlarged travel by automobile, mass attendance at ball games and an expanded use of soft drinks.

But after 1932 the upswing in resort to intoxicants was rapid. "The year 1935 has been marked by an energetic offensive by the liquor traffic," concludes an international survey of the situation. "The wine trade especially, encouraged by recent successes, pursues its triumphant campaign. Its leaders, to justify their action, try to convince the public that they are serving social hygiene and that wine is an antidote to alcoholism. . . . The International Wine Office . . . feels that it has a sacred mission to perform in developing the use of wine throughout the world."²⁰ In many countries the trend of years away from liquor was reversed. Liquor consumption and customs again were increasing both intensively within groups and extensively into non-drinking groups.

Controlling the Sale of Release

Today in every state and nearly every city and county, alcohol control boards, city councils, licensing officials, state legislatures and civic leaders, are struggling with problems of "How?" "Where?" How provide for the distribution of alcoholic indulgence in such a way as to limit its unfortunate consequences, retain moderation and save public expense? How regulate, as a commercial commodity, an article that has for its appeal, an escape from reality into states of illusion?

Public policy varies greatly. Some states leave the sale to private business initiative; others put it into the hands of government agencies; some give it strict supervision, others, little; some permit bars, others require chairs; some separate beer from hard liquors, others make no distinction; some designate the place of sale, as "saloon," others as "tavern"; some provide different regulations and fees for "bottle stores," restaurants, cocktail rooms, drug-stores and groceries; "Off-sale" licenses require liquors to be taken home, or to a party, or a club, or back alley for consumption; "on-sale" licenses designate the place of drinking and conceal from public observation the advancing stages of toxic enjoyment. Yet the problems of regulation and control remain unsolved.

To bring a decisive element into the situation and remove

the incentive of private profits, various state governments take over and conduct the business end of liquor distribution. The assumption, in this plan, is that there is something socially undesirable, yet personally desirable, in the private business in intoxicants; that there are tendencies to excess not found in ordinary retail trade. For there can be no occasion in public policy to destroy an opportunity for gain—and the prosperity of a business—in a non-socialistic society, except to save the public from continual conflict, serious danger or great social burden. If drinking is not a social burden, if public misfortune comes only from excess, objection to the acquisition of private profits, or promotion by advertising, has little weight. It often is advantageous to the public to have the merits of an article placed before it in an alluring manner. The question of profits, is significant because the value of the article itself is seriously challenged by a substantial body of experience and scientific knowledge.

Profits from Dissipation

Such a challenge does apply, decidedly, to the whole traffic in intoxicants. For the alcoholic desire, widely functioning among all classes of society, in various age groups, and both sexes, tends constantly toward excess and dissipation, toward multiplying the cost of care for the dissipated. The desire, especially the habit of depending on it for release, and the customs that spread it through all social levels, have an economic "pull" that is comparable only with that of the heavier narcotics. Alcohol is a mild narcotic, to be sure, but it has much in common with the "high-powered" narcotics. It creates for its promoting industry an increasing demand, without the aid of newspaper, radio or other advertising. Moderately or well established, legalized or illegal, *it has a unique economic force of its own*. It may cause men—and women, these days—to use for "drink" the income that is needed for healthful recreation and the necessities of daily living. It is this powerful competitive force that gives the profits of the liquor industries a place of undue prominence in the life of a nation—and to big investors. As a form of business it is unfair to its competitors for the consumer's dollar.

As it is difficult for a moderate drinker to remain moderate

through life, it is difficult for the investor in such cumulative profits, to remain moderate in his desire for gain. He well knows that the market is capable of huge increase. His urge for larger gain, for which sales are continuously stimulated, is one of the greatest sources of evil in alcoholic pleasure.

A limited few of the more far-seeing liquor financiers recognize this tendency, and seek to stem the drift by restraining the greed of their fellow tradesmen. They oppose advertising by radio because it goes direct to children in the home. They encourage moderation. They dignify liquor advertising with pictures of men and women of fine, self-controlled personality. They put pressure on saloonkeepers and the police to keep drinks out of public view. They are more interested in an assured source of steady profits than in sales so enlarged as to arouse public demand for severe restriction or legal banishment.

But "it contradicts logic, observation and experience to con-

"New Understanding" Monographs

On the Liquor Problems of Today

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- "World Questioning of Alcoholic Pleasure."
- "Should Social Drink Customs be Accepted?"
- "Alcoholic Culture: Should It be Retained?"
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- "Is Liquor the Same Old Question?"
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tend that the liquor industry can be prosperous without cost to civilization. . . . the custom that puts an enemy in men's mouths to 'steal away their brains' is something deplorable to contemplate."³⁰ With excess all too easy, as mental perception is dulled, nervous reaction slowed, muscular action made inaccurate, tongue loosened, and emotions slipping from control, the sale and distribution of alcoholic emotional release becomes a business in dissipation. The inevitable trend of community drinking is a never-ending supply of drunks, arrests and degraded homes.

SELLING ALCOHOLIC RELEASE

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APRIL
1941

THE
INTERNATIONAL

STUDENT

OF LIQUOR IN LIFE TODAY

In This Number . . .

**AFTER-WAR LEADERSHIP
IN LIQUOR PROBLEM EDUCATION**

SEEKING CURE FOR DRINK

PREVENTION OR CURE?

THE INTOXICATIONS

UNDERSTANDING THE PROBLEM

WOLBROOK LIBRARY
PACIFIC SCHOOL
OF RELIGION

Democracy
is something
deeper than
Liberty; it is
Responsibility"



BABCOCK HALL, COLLEGE OF WOOSTER
WOOSTER, OHIO

THE INTERNATIONAL STUDENT

APRIL, 1941

Vol. XXXVIII, No. 6

HARRY S. WARNER, *Editor*

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SEEK the Truth fearlessly, wherever it may be found, wherever it may lead.

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Seeking Cure for Heavy Drinking

By **VERNON BRONSON TWITCHELL**
Director of the Alcoholic Institute, Chicago, Ill.

A MILLION DRINKERS, whose drinking is so frequent or so heavy as to designate them as "problem drinkers," are to be found in the United States today, according to the most reliable recent estimates.

But what is a "problem drinker?" Why this recently popular term, suggestive of the "problem child" in present-day education and society, who consciously or unconsciously has discovered his "nuisance value" in gaining attention? A "problem-drinker" is a matured alcoholic or anyone whose drinking of liquors is continually getting him into serious difficulties and who can not, or will not, control his drinking.

That such drinking has become a wide-spread serious disease, today, may be gained from the following facts: Of the 25,000 annual admissions to the famed Bellevue Hospital, New York, 40 per cent are for drunkenness; of all male admissions to the mental hospitals of Massachusetts, 32 per cent are directly connected with alcoholism; the percentage of women admitted on account of alcoholism is gaining rapidly on that of men in all parts of the country. "The Nation's greatest disease enemy which is not being attacked systematically," is alcoholism, in the opinion of The Research Council of Problems on Alcohol. One of the greatest needs in this country today is the establishment of clinics for alcoholics headed by psychologists or psychiatrists who really understand this insidious disease and its varied manifestations.

Director Vernon Bronson Twitchell is a Consulting Psychologist, a member of the Research Council of Problems on Alcohol and a staff member of the Chicago State Hospital in the rehabilitation of alcoholics. He has degrees from Harvard Graduate School of Business Administration and Boston University, and has taken special work in the social sciences at Amherst, Stanford and McGill.

Popular Misunderstandings

The realities of alcoholism and its meaning are all too little understood by the public who must meet them every day and bear much of the consequences. Popular misconceptions prevail. Among them, these:

"That alcoholism can not be cured."

"That alcoholism is inherited."

"That an alcoholic is a moral delinquent devoid of character and will-power."

"That lecturing to an alcoholic by friends and relatives is helpful."

"That problem-drinkers can be taught how to drink moderately."

"That the physical treatment of the commercial 'cures' gives permanent relief."

The Scientific Facts

On the contrary, alcoholism cannot be inherited; what can be inherited is an unstable nervous system that is susceptible to the inroads of alcohol. In most cases alcoholism can be cured unless the victim is feeble-minded or crazy. However, no alcoholic can be cured unless he wants to be cured and is willing to help cure himself. The direct application of will-power is relatively unimportant. Once this disease has its grip on a person he might as well try to use his will to prevent convulsions after taking an overdose of strychnine as to fight his alcoholism by direct will-power alone. A person should be no more ashamed of suffering from alcoholism than he would be if suffering from tuberculosis or cancer. Alcoholism is a psychological and medical problem—not a moral or religious problem. Preaching to an alcoholic usually results in more harm than good because it makes the drinker feel more ashamed and inferior than ever and hence more than ever in need of alcohol to escape from his worries and troubles. Practically every abnormal drinker is suffering from some deep-seated emotional unhappiness; underneath he is really drinking to achieve ultimate unconsciousness, forgetfulness, and peace. Once a man has gone over the line, he can never be taught how to "drink like a gentleman" again. The majority of the commercial "cures" for

(Continued on Page 189)

Prevention or Cure--Which?

By RAY LYMAN WILBUR, President,
Stanford University

THE GRADUAL SHIFT of emphasis from curative to preventive medicine is one of the most important developments of our time. A wise family no longer regards the physician as a professional person intended solely to cure its members when they have fallen ill, but to help to keep them from becoming ill.

No necessary conflict exists between these two complimentary aspects of medicine, yet one who sees what is afoot as the decades pass can note the changing stress. Public sanitation measures to prevent epidemics; quarantines—national, local, and in homes—to ward off contagion; inoculations and vaccinations to confer immunity in advance; periodic health examinations to forestall trouble—these are the signs of the times in medicine. In this realm we are showing that we believe that the ounce of prevention is worth a pound of cure and much more than a pound of cure.

Alcohol education fits properly into this prevention pattern. Why wait for a person to become a habitual alcoholic before you try to do something for him? Why wait for him to take his first drink before you point out the physical and mental implications of drinking? Why concentrate on taking something away from people by force of legislative enactment—necessary as this is sometimes—when a surer method is found in education, in prevention?

Why spend millions of dollars and waste thousands of lives by neglecting preventive measures and then trying to undo our neglect by curative attempts in the form of jails, hospitals for alcoholics, and asylums for those who have become mentally deranged through alcoholism?

Our task is to cut down the amount of alcohol that flows in

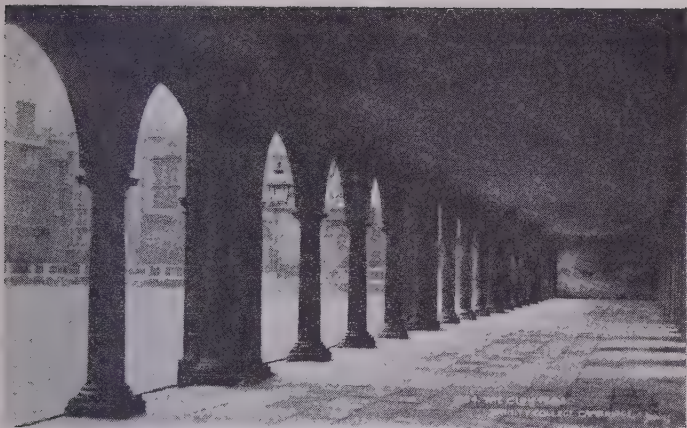
Condensed from "Prevention—An Ounce is Not Enough," by Dr. Ray Lyman Wilbur and Ernest R. Bryan, in *Allied Youth*, Febr., '41.



AN ARCADE, STANFORD UNIVERSITY
PALO ALTO, CALIFORNIA

the veins of the American people. The surest way of doing this is to postpone for as long as possible the time when alcohol starts to enter the veins of each person—postpone it forever, if you can. Do this and you will see preventive medicine at its best. You will see a pronounced drop in mental cases, in nervous disorders, in syphilis and gonorrhea, in stomach ailments. Yes, and we don't need to stop with the physical implications. You will see a drop in the number of broken homes, blighted careers, and destitute families. You will see a drop in the number of accidents on our highways. Crime will go down and sobriety, efficiency, and happiness will go up.

A man once went to Dwight L. Moody with a story of moral disaster. He recited the details in all their gruesome aspects and then said, "And now, Mr. Moody, what would you do if you had gotten into such a situation?" Mr. Moody promptly replied, "Man, I would never get into it." There's a lesson in that incident which we can all take to heart. Instead of getting people out of situations, let's prevent them from getting into these situations. Instead of providing ambulances at the foot of the precipice, let's put a few fences at the top.



THE CLOISTERS, TRINITY COLLEGE
CAMBRIDGE, ENGLAND

The Intoxications

By MERRILL MOORE, M.D.

RECENT INVESTIGATIONS of the physiology, psychology and pathology of alcoholism have rekindled medical interest in a subject which a few decades ago seemed to interest only the moralist and the reformer. The expense involved in caring for the increasing number of patients admitted to general hospitals because of alcoholism has also awakened public concern in the matter.

Formerly heavy drinking was considered as a mode of behavior entirely apart from the general background and mental attitudes of the patient. Medical treatment was symptomatic. The cure of the "drink habit" was considered almost out of the sphere of medicine. Today it is recognized that alcoholism is

Condensed from *Modern Medical Therapy* in General Practice, Williams and Wilkins Co., Chicago, by Dr. Merrill Moore, associate in Psychiatry, Harvard Medical School, Boston. Reprinted by permission of Dr. Moore.

a symptom of underlying psychologic or social maladjustments. Psychotherapy, in properly selected cases, is in many instances, curative.

Acute Alcoholism

Acute alcoholism is most frequently encountered in chronic drinkers, but quite often occurs as an isolated phenomenon in an individual who has overestimated his capacity for alcoholic beverages. The flushed face, dilated pupils, injected conjunctivæ, thick speech, staggering gait, and ataxia of the acute inebriate are familiar to all. Many factors, however, are involved in determining the effect of a given quantity of alcohol in any individual.

Since alcohol is uniformly distributed throughout the body, modified only by the solubility of alcohol in various kinds of tissue, the greater the weight of the subject the less the effect of a given dose will be. Thus, a 50 cc. portion of absolute alcohol or its equivalent taken as whisky, beer or wine will reach a higher concentration in the blood and nervous system of a 125-lb. subject than in one whose weight is 200 pounds. The alcoholic content of whisky being approximately 6 times that of beer it is obvious that 6 times as much of the latter must be ingested to obtain an equivalent amount of alcohol. Other factors, however than mere dilution are involved in the differences observed in the intoxicating qualities of different alcoholic beverages. . . .

Food in the stomach, especially food containing fat such as cream, butter or bacon, also measurably slows the absorption of alcohol and results in lower but more sustained elevations of blood alcohol and similarly diminishes the degree but may prolong the duration of intoxication.

Fatigue, recent infections, exposure and general debility all render the individual more susceptible to the intoxicating effects of alcohol. It also appears that there is definite tolerance established in persons who use alcohol regularly, so that they are able to drink with less intoxication for a given amount than can non-habituated persons. . . .

Chronic Alcoholism

Opinions as to what constitutes chronic alcoholism vary widely. At one extreme stand those who maintain that the

daily moderate use of beer or wine at dinner constitutes alcoholism, while at the other extreme are those who insist on constant intoxication as the criterion for such a diagnosis. The writer reserves the term chronic alcoholism for those whose drinking interferes with their normal occupation and social activities, whether this occurs constantly or periodically. Further division of chronic alcoholic patients into two groups may be made. In the first group are the constant steady drinkers, the "addicts," who most generally commence the day with a drink upon awakening. These individuals drink not only to relieve psychological distress but also to overcome symptoms resulting from the previous day's alcoholic intake. In their treatment therefore are two problems—the relief of symptoms due to alcohol and the relief of symptoms (physiologic or psychologic in nature) which led them to alcoholism. In the second main group of chronic alcoholic patients are the periodic drunkards, who go on spree which may last for days, weeks or months, but who are continent drinkers or even abstainers between bouts. In these patients psychologic problems are dominant and results of psychotherapy most gratifying. . . .

Whether to stop drinking gradually or suddenly is a moot question. A slow reduction of alcohol is widely recommended, for by this process the patient himself determines his behavior without coercion. Some therapists feel that a complete halt in drinking is of major importance. Some substitute soft drinks or fruit juices. The therapist should never scold or nag the patient or comment in any way that suggests bringing moral pressure to bear on him. Some therapists treat patients by first changing or simplifying the environment. . . . Any plan may have certain advantages, but generalizations are fallacious since each alcoholic case may be different. . . .

The problem of alcoholism is complex and the statement of William James that no generalizations are better than the details upon which they rest, must be kept in mind as an epigram of definite significance when alcoholism is being considered.

An unhappy childhood, especially where one or both of the parents have been alcoholic, may predispose the individual to the behavior pattern of drinking.—MERRILL MOORE, M.D., Associate in Psychiatry, Harvard Medical School; *Treatment of Alcoholism*, 17.

THE CUSTOM OF SERVING alcohol at social occasions is proof of anticipated psychological effects. Likewise does it bear testimony to the lack of technique and understanding in the potential adaptive factors which would enable human beings to adjust to reality and each other without alcohol or other drugs, were they but to take the time and trouble to learn how to make satisfactory adjustments.

—EDWARD A. STRECKER.

PEOPLE WHO GET a little pleasure from moderate drinking should develop enough social consciousness, by the socialization of intelligence, to be willing to forego this doubtful minor pleasure for the good of society as a whole, and of the 30 per cent of drinkers to whom the use of alcohol is disastrous.

—VERNON B. TWITCHELL.

THE DESIRES and aversions of men can be changed as truly as their ideas and habits, tho not as much or as easily. The same forces of repetition and reward that strengthen tendencies to think and do, operate upon tendencies to like and dislike.

If sound methods are used, men can be taught to find satisfaction in useful work, healthful and noble recreation, and the welfare of others, to a degree that the world has never seen..

—EDWARD L. THORNDIKE, Psychologist,
Columbia University.

Understanding the Problem

By JOHN A. PERMENTER

MODERN CIVILIZATION surrounds us with a bewildering multitude of dilemmas, confusions, contradictions, and paradoxes.

We want the good life as well as the good things of life. We seek perfection and are impatient with things as they are. We believe in quick action and cure-alls. We theorize about "seeing life whole," but invariably compartmentalize it for our personal convenience.

We like to drink—at least some do—but we do not like the ultimate personal, social, or economic effects and consequences of drinking. We compromise by ignoring the disagreeable effects on the one hand, and by passing a law for the teaching of narcotic education on the other—then have the gall to be proud of our cleverness.

In the old days, with the horrors of the saloon vividly in mind, we attacked the liquor problem with zeal and emotion, but with very little scientific knowledge. When that assault failed to create a new world we tossed it impatiently overboard, lock, stock, and barrel. Today we are back again with a "scientific attack," and are just as confident that we have a cure-all that will solve all our problems.

But science alone can no more solve the problem of alcohol and other narcotics than could old-time emotionalism. Scientific knowledge concerning every part and the working of the motor does not necessarily keep a mechanic from killing himself, or others, with his automobile. The doctor who knows most about the effects of narcotics on the human organism may drink himself to death at forty.

Condensed from *Narcotics and Stimulants*, by John A. Permenter; Florida State Department of Education. Mr. Parmenter is Principal of Schools, Jupiter, Florida.

Larger Understanding Required

In the approach to the problem and to our hopes of a final settlement, we owe much to science and the objective, exact methods with which it has solved and is solving some of the toughest scientific problems of this great issue. However, an educational program is educational only as it elicits a response on the part of those who take part in it; only as it gives rise to a desirable change in thought or feeling or action; only as it contributes in a positive way to clarity of understanding, to discrimination in judgment, to an enhanced appreciation of worthy values. Therefore, if we depend upon science alone, and disregard the deeper and unpredictable personal and personality factors, we are in danger of being destroyed by the machine which we have created .

In its report, *Implications of Social-Economic Goals for Education*, the Committee on Social-Economic Goals of America of the National Education Association, says on the subject of Alcohol Education :

"The neglect of this subject in recent years now makes special emphasis desirable. Modern scientists state that alcohol is not a stimulant, as formerly supposed, but a narcotic which depresses the higher centers and removes inhibitions." According to a report from the Coroner of Cuyahoga County, Ohio (Cleveland) of 110 fatal traffic cases tested, 45 per cent showed the presence of enough alcohol to cause intoxication in most persons. Psychologists now see in the use of alcohol an attempt to escape from unpleasant realities. Recent insurance data emphasize the importance of temperance education."

Modern advertising of intoxicating drinks is more skilful than that of pre-prohibition days. The ads are brightly colored, the ladies and gentlemen pictured in them are the well-groomed, they give the impression that all "smart people" drink. In many communities no voice gives youth the facts.

Such is the challenge thrown out to the teachers of the land by the National Education Association. This old problem, with its ever recurring and new manifestations, constitutes today one of the new "frontiers of Democracy." A recent publication of The American School of the Air says :

"We hear from many quarters that our frontiers are now

closed, that with their closing youth has lost the opportunity for venturing into new paths and opening new territories. Clearly, if we include other than physical problems, this is not true. There are still frontiers and they are difficult, challenging, demanding intelligent action."

The Problem

One of the serious problems confronting civilization is the use of narcotics. Narcotic usage, in one form or another, is as old as the history of the race; its consequences have been woven into the proverbs and mores of every people.

Every country has its favorite narcotic. In our own country the manufacture, sale, and consumption of alcoholic beverages constitute the greater part of the problem. It is easy to see why any discussion on narcotics, particularly concerning the United States, would emphasize alcohol.

It might be well to emphasize that alcohol and other narcotics have many important and necessary uses in science and industry. Substances which can exert a narcotic or toxic influence upon the human organism have an indispensable place in life when used at the direction of competent physicians. Commercial alcohol constitutes a "key" industry in our country. It is only when the product is diverted from these useful purposes and sold as a beverage that men and women of ethically sensitive minds protest. That protest is based upon the nature of alcohol, its psychological and physical effects and the social consequences of its manufacture, sale, and use upon the community. |

Two facts seem worth notice at this point: (1) Alcohol is the only narcotic drug, the use of which is socially acceptable, or a part of social custom, (2) Much more is known about alcohol than any other narcotic or stimulant. Doctors, chemists, and other scientists have been experimenting, making studies and analyses for a long time. They have authenticated much scientific information concerning the actions, effects, manifestations, and consequences of alcohol, inside and outside the human body, and when used in both small and large quantities. Comparatively little scientific experimentation has been carried out regarding other narcotics.

This age old problem changes very little, as we have said, but in its manifestations, like civilization itself, it is ever changing. Within the last decade drinking among women has become widely accepted as a social custom for the first time in America. With this change have come social, economic, and moral issues and problems. The machine age, particularly the automobile, has added to the complexity of the problem. Within the recent past the problem has been intensified by the application of modern scientific methods to the manufacture and distribution of certain narcotics and by the utilization of modern advertising methods to stimulate sale and use. An economic system dominated by the profit motive is likely to sanctify the development of exploitative industries and to become indifferent to the personal and social demoralization created by the use of such a product as beverage alcohol in a closely inter-related society. The problems resulting from exploitative advertising, particularly of tobacco and alcohol are problems that affect young people and their future more directly than their elders.

The Educational Problem

We must attack the alcohol problem by discovering the truth about alcoholic beverages through the natural and social sciences; we must permit facts to speak for themselves in the conviction that truth is the most effective instrument for the attainment of our objectives. In such a program it must be recognized that the problem of the use of beverage alcohol, like that of other narcotics, does not stand alone, either in its relation to the individual user or to society, but is intimately related to such problems as a sense of personal inadequacy, frustration, maladjustment, poverty, disease, crime, social pressure, and the lack of normal human satisfactions. The creation of desirable attitudes and habits of conduct is therefore to be regarded as a part of a total program for the achievement of a social order of justice, freedom, security, and happiness, which, after all, is the big aim of the health program and of all education in a democracy.

During the past two decades educators have worked enthusiastically in the development of a program of education in health and accident prevention. A generation ago little attention was given to these aspects of education, but now no one

questions the necessity of adequate programs designed to improve the health of school children and adults, and to prevent accidents. Narcotic instruction may parallel such instruction or be a part of it. The aims and ideals of present-day education place it in direct conflict with those elements in society which seek to exploit human weaknesses, or which degrade or destroy personality, or prevent persons from achieving their highest development.

We do not mean to imply that the public school alone can solve the problem; it should not be expected to do so. But we do insist with Payne, "that no ultimate solution can be attempted without the inclusion of education among the *social forces* involved in the control of the production, the manufacture, the distribution, and use of the finished products."

Laws, to be most effective, should follow public opinion, rather than attempt to create public opinion. However, public opinion is seldom static; it can move in either direction very quickly. Therefore, the function of public education is to create public opinion, to safeguard it, to keep continually recreating it toward desirable and democratic ends. Otherwise, we soon lose not only what we have gained but much more besides. Particularly is this true in dealing with highly controversial matters, or with issues that are bound up with rich commercial interests. History is studded with examples illustrating this fact.

Education is the most fundamental weapon with which to fight the traffic in narcotics, and to confine them to their legitimate and humane purposes. "In relying upon education, we are reverting to the most fundamental factor in social control without which all other factors will prove futile."

The trouble with narcotic education in the past has been due to several factors:

1. The subject was largely unorganized .
2. Teachers were untrained in this field.
3. Instruction materials were scarce, difficult to understand, and hard to get. Studies, researches, and scientific experiments were carried on for the most part by doctors and other scientists who were interested only in scientific

(Continued on Page 182)

After-War Leadership

In Liquor Problem Education

Editorial

THE WAR SPIRIT of the world can not long remain ascendant. The international tragedies in Europe, with their blazing reactions in other continents, will come to an end. The concentrated attention of people by the millions on destruction or defense from destruction will culminate—in exhaustion, or defeat, or both.

But afterward, at the moment of defeat and victory, or stalemate, there will come the "let-down," the slump in economic, social, cultural and spiritual standards that follows all great wars. This seems inevitable, in world history, whatever the military decision.

After the Last War

It is not difficult to understand, from our American experience of twenty-one years ago, the sort of reactions that may be expected even in this country. There was a sense of relief from keyed-up patriotic endeavor; of disillusion as to ideals of progress; of speedy action to "get back to normalcy"; to evade duty and responsibility, indulge self, seek without restraint "a good time" and the money to indulge it.

Had the United States been as flooded with alcoholic liquor, under those circumstances, as it is now, or as it was a decade earlier; had street corners exploited everywhere their taverns or saloons; had society hotels flaunted cocktail bars to women, young and older, then as now; had liquor flowed as freely into the homes of the country, and as widely in the parties of the middle classes; had country roads been lined with drinking resorts; had these conditions prevailed, instead of those that marked in 1920 to 1923, the lowest per-capita consumption of alcoholic liquors ever known in America, the reactions of that "jazz age" of spending and the sag in public morals and standards would have been much greater than they were.

THE CAPITOL
AT NIGHT

IN THE BUILDING AT THE RIGHT,
IS THE EDITORIAL OFFICE OF
THE INTERNATIONAL STUDENT



A Look Forward

If we are willing to learn from the past, we will begin now to prepare for the slump that is coming at the close of the present war. In economic affairs a few public men, at least, tie up the questions of national debt and taxation with those of the cost of defense preparation. Therefore why should not far-seeing men in the educational field, face with equal realism the present mass distribution of alcohol and the narcotic pleasure it provides, in connection with, and not separate from, the trends toward degradation in personality, character and the daily living of the millions who are injured by it? Surely it is pertinent, now, to suggest that educators and leaders of youth, especially those in our colleges in whom students and the public have most confidence, prepare to lead, on a scale never heretofore proposed, in educational activities on the liquor problems of today. For the drugging effect of wide-spread social drinking is an added factor to be faced, or evaded, in the crisis of the coming after-war situation.

Widely this year, the impression is growing that alcoholic indulgence and its consequences are increasingly serious; that heavy drinking, more concealed than in the past, is widely dif-

fused; that younger adults accept drink customs to an extent not heretofore known in this country; that people of middle-age give approval to questionable amounts of drinking in groups where its use has been disapproved in the past; that the prestige of "high society" makes drink a proper, or required, and costly ritual to the millions of less "high" standing; that accidents and death from drinking driving and walking are far greater than the reports show; that the supply of matured drinkers, entering sanitariums, drink cures, inebriate farms, psychopathic hospitals, jails and prisons, is steadily increasing—a culminating mass of degraded humanity.

Seek the Sources

Much is being done and proposed to relieve these unfortunate consequences of alcoholic enjoyment, but little that seeks all the sources from which they come. To aid "the problem drinker"; to help the heavy and habitual drinker to regain himself; to restrain and control or arrest the tipsy auto driver or the joyful jay-walker in the interest of public safety; to jail the drunk and re-jail many times the repeater; to provide healthful outlets and abundant constructive recreation for the young and those who have not learned the questionable "release" afforded by alcohol, even, is not enough. All of this—and much more—is good curative and healthful preventive service.

But why not go further, cover the whole question? Why not ask such questions as: What are the satisfactions that men seek when they drink? What do they get when they obtain them? Why create the desire for narcotic pleasure in the first place? Should social drink customs be accepted, or questioned? Where do they come from? How are they made popular? How strong is the force of profit-seeking back of their promotion? What about narcotic pleasure as a source of gain, private and public? What are the costs? Who pays them? Why should influential society lead the community and the nation into a practice that results in disaster to millions—to those very millions who feel most a need for what it seems to give?

Such basic discussion calls for educated leadership—the service of those who have the knowledge required, and experience in leading educational discussion.

College Educators Should Lead

Over and over it is said that any real advance today toward solution of the liquor problem must be by the educational route. If so, why should it not come from and through those who know what education is, who understand its processes, and the complexities and conflicting interests of such a problem as this? Why not, through those who have, more than any other group, access to the scientific material, the trained personnel, and the skill and experience by which such a program may most naturally be conducted?

The very complexity of the liquor problem is enough to challenge the keenest minds of any country. In alcoholic drink there are satisfactions and assumed satisfactions that are as far-reaching and forceful as they are contradictory and perplexing. Its effects on personality, the question of its economic profits, the social consequences of the custom, make it an outstanding subject of controversy that calls for careful analysis and discriminating study. Yet, too often it has been left to the reformer. That can now no longer be done. To meet the present and the after-war situation, a vastly more comprehensive program than merely one of reform will be imperative. All the sources and forces that make liquor prominent in the life of a nation or a community must be included in the objectives of that program.

Such work is the work of educators. It will include, among other factors, the following:

First, renewed *study of the whole question*, its sources and place, favorable and unfavorable, in every-day living. To do this will require the services of the psychologist, the physiologist, the economist, the historian, the teachers of civics and philosophy; most of all, those who relate these separate studies to life as it is found in every day living.

Second, *leadership in the formation of customs*. The force of imitation in creating, approving and continuing the social attitudes and standards that tend to strengthen or weaken personal and group ability of self-control, should be better investigated and more widely taught. If, as has been said, 5 per cent of the people of the country lead the thinking, 30 per cent intelligently agree and 65 per cent follow in mass-formation, the

responsibility of the 5 per cent for the popularity and approval of current drinking practices is well-nigh overwhelming as to direction to be taken.

Third, education on this problem, as on similar problems of the day, finds a natural place in *the higher institutions of learning*. Students, college educators and student leaders may do much toward putting into operation higher educational standards and effective projects in the surrounding communities and among high-schools, church-schools, civic leaders and all who may be enlisted to help carry on such activities.

Fourth, a new type of *community education and leadership* on the liquor problem may well be expected from the college influences of today. Forum-discussion brings together all those who have any vital contribution to make in scientific understanding, comprehensive experience or basic philosophy of life. Open-minded discussion may constitute a most effective educational program. It is a service that college people, faculty-members, student-leaders and alumni are especially qualified to give. Extended on a large scale with open minded freedom, the service that such an approach may render toward the liquor problem of today knows no limit.

A new occasion now exists for a wide educational program, because for twenty years the attention of the public was turned in other directions. Twenty-five years ago scientific instruction was being given widely in the public schools. The colleges gave the liquor problem increasing attention in special courses, but most often in connection with related studies, and groups of students carried on voluntary study, discussion, and field investigation projects. Magazines, welfare, and educational publications were dealing with it far more generally than at present. The Research Committee on Recent Social Trends has reported that the publication of scientific information as a means of developing public opinion on the liquor problem and aiding solution was emphasized twice as frequently in the magazines of 1914 as it was in those of 1929 and 1931. Public interest in the basic educational material of the problem has been less active recently than at any time in half a century.

Resume Leadership

Clearly the time has come for those who have confidence in the educational approach to express themselves. It is for them

to initiate activities fitted to the recent developments in research and educational theory, and to utilize this basic method more than it ever has been utilized in the past. Whatever the method of social control, present or future, *this slump in public education on the meaning of alcoholic intoxication in human life must be remedied. It is the most vital step to be taken now.*

What other group in the national life of America is better, or as well equipped, or as vitally and as naturally interested as are the men and women of the colleges, the faculty members, the leaders among students, the alumni of the colleges now engaged in education and its related interests as teachers and promoters of education? They are rendering such service in connection with other public issues, some of which are intensely controversial. Why not with this? No other group will so naturally take the longer, the real view of this struggle of a century. None other is more concerned with social values or less with purely selfish motives.

If they will not lead intelligent public discussion, who may be expected to do so? For they know how to bring together the contributions of many minds into group thinking and active public opinion. Why should not the college educators of this country, each from the viewpoint of his special field, use his expert knowledge and technique, to help formulate the thinking and attitudes of a nation on this age-old problem, into positive and constructive action? Surely they are doing their share in connection with the many other movements of the day.

The time is ripe for education that is comprehensive—that goes to all the sources of the problem, personal, social, economic; for education that seeks out the satisfactions and human desires, used or misused by alcoholic drink; that takes into account the influence of the drink tradition and of the profits from it, their consequences, favorable and unfavorable, immediate and of long-range operation, in the lives of individuals, families, the community and the economy of a people.

It is time for serious study and much discussion; for additional research by experts on controverted and indefinite phases; and for the examination of everyday experience in the light of the scientific and experimental material now available. It is time for a more far-reaching educational program, among the colleges, the schools and the general public, than ever heretofore.

UNDERSTANDING THE PROBLEM

(Continued from Page 175)

- knowledge. Their reports were largely dull and technical.
4. The narcotic education legislation and program were promoted largely by reformers whose personal zeal exceeded their knowledge.

The use of narcotics is one of the grave problems which confronts our society. In its solution our schools must make provision for assuming their part of the responsibility.

School Attendance Problem

School attendance officers used to have to contend with the drunken father, but more and more today they are having to cope with the drunken mother or both.—EDWARD T. HOWE, Windsor, Can., reporting to the National League to Promote School Attendance.

RECENT PUBLICATIONS OF MERIT

NARCOTICS AND STIMULANTS. Suggestions for Teaching the effects of, by John Permenter; a pamphlet in the Florida Program for Improvement of Schools.

This recent publication, to aid teachers in educational activities on the liquor problems of today, has the merit and distinction of emphasizing, first, an understanding of the problem of beverage alcohol. It makes clear why the basic approach is and will continue to be, educational, and the fact that education includes, not only the latest and best scientific material and methods, but also the social setting of the problem. As a matter of public health, it brings out the part that schools may be expected to take in an enlarged educational program that includes, not only their students but the community as well. The objective and discriminating attitude of this useful publication is suggested in the condensed article, "*Understanding the Problem*," on page 171 of this number of **THE INTERNATIONAL STUDENT**.

Following the statement of the problem in Part I, the author presents, in Part II, "Suggestions for the Teacher," with development of such practical considerations as: "Time Allotment and Relationship to Other Subjects," "Balanced Programs" in health education, "Age and Ability Levels," "The Right Approach," "Objectives," "Projects," and "Evaluations." In Part III, there is a selected Bibliography on the Alcohol Problem, a suggested nucleus for a Reference Library for schools, and an Annotated Reference List, classified for teachers of the various age and development levels.

This 48-page publication is issued by the State Department of Education, Tallahassee, Fla., as Bulletin No. 7, in the Florida Program for Improvement of the Schools.

Alcohol and Drug Addiction

By AARON J. ROSANOFF

Director of Institutions, State of California

FIFTY OR MORE YEARS ago there was, even among the best informed persons, great difference of opinion as to the beneficial or harmful effects of alcohol on the human body. Since then the question has been subjected to investigation by scientific methods, whereby it has been revealed that even moderate indulgence, though producing in the subject a sense of well-being and of increased physical and mental ability, causes, in reality, impairment of muscular power and coördination and of mental efficiency.

Larger doses produce, of course, more marked effects, and, if habitually indulged in, lead to chronic alcoholism . . . often complicated with characteristic types of insanity and, eventually, permanent mental deterioration. . . .

Alcohol and Insanity

In recent years there has been a steady increase in alcoholism and of forms of insanity caused by it, as may be seen from the number of cases during the past five years (fiscal years ending June 30) admitted to the mental hospitals under the jurisdiction of the California Department of Institutions; in 1935, 831 cases of alcoholism and of forms of insanity caused by it were admitted; in 1936, 1,022 such cases; in 1937, 1,353; in 1938, 1,421; and in 1939, 1,546. Since June 30, 1939, a further increase has been noted, and at the time of this writing nearly one-third of all the admissions to our seven mental hospitals are alcoholic cases.

Alcohol and Crime

Studies conducted since the turn of the century have indicated consistently that alcohol is also an important factor in the causation of crime. Among the cases in our prisons and reformatories alcoholism has been found to be a factor in 48

per cent; it has been listed as a first cause in 31 per cent and as the sole cause in 16 per cent.

Industrial and Traffic Accidents

A few years ago, a study was reported in the *Journal of the American Medical Association* of 119 consecutive automobile accidents, involving injury or death to 216 persons, all the victims requiring hospital treatment. The urine or blood of drivers and injured passengers or pedestrians was tested for alcohol content. If such content was less than 0.02 per cent the case was classified as "a non-alcoholic accident"; of 0.02 per cent or more, as "an alcohol accident." There were 74 "alcohol accidents," 155 injured, 10 killed. In the 45 "non-alcohol accidents" 44 persons were injured, 7 killed. Of nine cases of hit-and-run drivers, six were caught and showed an alcohol content of 0.21 per cent to 0.38 per cent.

Chronic Illnesses

Other known effects of habitual drinking are certain chronic illnesses (chronic gastritis, cirrhosis of the liver, multiple neuritis); premature senility, and reduced life expectancy, as shown by actuarial statistics; economic ruin with resulting pauperism; marital and domestic troubles; and so on and on.

The Solution

Large-scale experiments have been carried out in this country; practically unrestricted liquor traffic, local option, state-wide prohibition, national prohibition, and, finally, a return to unrestricted traffic. Which, if any, of the measures tried has proved to be effective in the prevention of alcoholism?

Trends

Perhaps the most trustworthy barometer of the trend of alcoholism is represented in the statistics of mental hospitals. As a preferred sampling we may select those of the State of New York, inasmuch as that state is one of the few from which we have reliable figures for the past four decades, based on the largest available amount of the most expertly studied material.

Table 1, based on data published in the Fifteenth Annual Report of the New York State Department of Mental Hy-

giene, gives the number of alcoholic cases among the first admissions to the mental hospitals of that state, per 100,000 of general population, for the years 1909 to 1938, inclusive. This table reflects the trend of alcoholism in this country in the past thirty years.

TABLE 1. NUMBERS OF ALCOHOLIC CASES, PER 100,000 OF GENERAL POPULATION, AMONG FIRST ADMISSIONS TO MENTAL HOSPITALS OF THE STATE OF NEW YORK

YEAR	NO. OF CASES	REMARKS	YEAR	NO. OF CASES	REMARKS
1909	6.3	End of period	1921	1.8	Period of na-
1910	6.4	of unrestricted	1922	2.1	tional prohibi-
		traffic.	1923	2.6	tion, showing
1911	6.4	Period of local	1924	3.4	slow but steady
1912	6.1	option, showing	1925	3.8	increase of
1913	6.1	progressive de-	1926	3.7	numbers of al-
1914	4.9	cline of number	1927	4.8	coholic cases
1915	3.6	of alcoholic	1928	4.3	per 100,000 of
1916	4.1	cases per	1929	4.4	general popula-
1917	6.0	100,000 of	1930	4.4	tion, ending in
1918	3.5	general	1931	4.7	repeal of pro-
1919	2.6	population.	1932	4.5	hibition.
1920	1.2		1933	5.3	Sec. period of
			1934	6.5	unrestr'd traffic,
			1935	5.6	showing fur-
			1936	5.8	ther, and more
			1937	6.0	rapid, incr. of
			1938	5.6	alcoholic cases.

In the early part of the century an active educational campaign was set in motion, in the course of which the effects of alcohol on the human body and its functions and the part which alcohol plays in the causation of physical and mental disease were authoritatively described in newspaper and magazine articles, text-books, etc. At the same time legal measures were introduced which were based almost entirely on the principle of local option. . . . We have to start again "from scratch" and work patiently to gain the people's voluntary co-operation in the struggle against alcoholism. As on the earlier

occasion, before the First World War, it will take, no doubt, ten or fifteen years of gradual development before the point may be reached when local option will yield its full benefits in the prevention of alcoholism, as in 1920 or better. . . . —*The California Journal of Secondary Educ.*, Apr., 1940.

Social Customs

The fact that the ratio of male to female alcoholics is 6 or 7 to 1 clearly indicates that in the majority of instances something besides susceptibility produces chronic alcoholism. The difference is doubtless due to social customs and the general attitude as to what is right and wrong for the sexes. —LAWRENCE KOLB, M.D., Assistant Surgeon General, U. S. Public Health Service, *Qr. Jr. of Studies on Alcohol*, Mch., '41, 617.

She Had "A Few"

"I had not had a drink for nearly four months, and it is Christmas, so I had a few," exclaimed a woman who was convicted for the 524th time for drunkenness.

Said the police magistrate, "Seeing it is Christmas, I will let you off without punishment."

"I am thankful, sir," the woman replied; "I won't do it again."—*The Sun*, Brisbane, Australia, Dec. 14, '40.

California Wine Culture

Five high school students on their way home from a party stopped at a liquor store to buy a bottle of muscatel wine. . . . At 2:41 a. m. last Saturday the driver, Fred E. Cook, 19, caused the little coupe to crash into the side of a railroad tank car . . . after the car skidded 103 feet, killing Clifford Hagen, 16. . . . A coroner's jury recommended that Cook be held. . . . Nobody but Cook drank.—*National Voice*, Los Angeles, Calif., Mch. 27, '41.

Civilizing the Africans

In the decade following the Great War, 1920–1930, the increase of gin importations into the Gold Coast rose from just under 10,000 gallons in 1919 to nearly 1,182,000 gallons in 1927. Comparing the years 1918–22 with the years 1923–27, the imports of gin into the Gold Coast rose by 750 per cent, the importation of other spirits by 120 per cent and beer by 475 per cent.—*On Active Service Magazine*; London, June, 1940.

Liquor In Life Today

*Seek the Truth
Come Whence It May
Lead Where It Will*

Roadside Taverns

NIGHTLY from their parking lots they pour onto the highways a stream of drivers with perceptions, wits, and reactions dulled by alcohol. The tavern owners take a profit but not the responsibility for this operation.

The tavern owners are now liable for damages caused by a customer's drinking. This is under the old dram shop act. The tavern owners should also be held responsible for drunken driving when an arrest is made without any traffic accident.—Chief Justice, JOHN J. SONSTEBY, Chicago Municipal Court; *Union Signal*, Feb. 15, '41.

o o

Checked Off, Unfit

In Germany the authorities are severe on automobile drivers who have caused an accident while under the influence of alcohol. Once convicted, as a general rule, they are considered to be unfit to be left in charge again of a motor vehicle. A court in Prussia has decided that *one* such conviction marks a man as permanently unfit to be a driver.—*Bulletin*, International Bureau Against Alcoholism, Lausanne, Switzerland, Nov. 29, '40.

o o

Reduces National Income

In the aggregate, the wastage of human values chargeable to alcoholism greatly reduces the annual income of the nation and is a potent factor in keeping a large proportion of the population in a dependent or marginal economic condition.—DR. HORATIO M. POLLOCK, N. Y. Department of Mental Hygiene, *The Social Costs of Alcoholism*.

o o

National Defense

We find the liquor traffic today, even as it was in 1917,—the most serious obstacle to effective defense. In addition to directly diverting from retail business in the United States

more than \$3,500,000,000 in cash paid for alcoholic beverages every year, it is now charged by scientific authorities that it is responsible for an annual wastage of human values of "more than five billion dollars (\$5,000,000,000) a year, not including the cost of the liquor itself."—CHARLES R. JONES, President, National Temperance Council, Jan. 14, '1941.



Health Features Obscured

Alcoholism is a matter of public concern whose health features have been obscured by social and legal factors inseparable from a problem whose central theme is closely bound, on the one hand, to the profit motive and, on the other hand, to poverty, delinquency, and crime.—LAWRENCE KOLB, M.D., Assistant Surgeon General, United States Public Health Service, *Qr. Jr. of Studies on Alcohol*, Mch., '41.



New and What?

The old-time saloon was but an amateur in the promotion of its sales in comparison with its modern successors, which have all the evils of their predecessors and many new ones, as indeed the distillers and brewers themselves were then but amateurish in comparison with . . . the highly organized, highly capitalized, effectively concentrated liquor industry, capable of promoting its interests through both private and governmental agencies and outlets.—HON. MORRIS SHEPPARD, U. S. Senator, Jan. 16, '41.



Coaching 47 Years

After forty-seven years of coaching football, I can say without hesitation that a football player, as well as any boy or girl, would be a fool to drink alcoholic liquor. Why put poison into your system? Give your body a fair break. Also give yourself and your future a fair break. Don't play around with dynamite.

I honestly believe that the main reason why, at 75 years of age, I am able to coach a football team and to play tennis and run half a mile when I choose is that I have not impaired my bodily mechanism by drinking alcoholic beverages.—AMOS ALONZO STAGG.

MANY REALIZE their mistakes; few realize on them.—R. B. S. Hammond, Sydney, Australia.

SEEKING CURE FOR HEAVY DRINKING

(Continued from Page 164)

drunkenness merely sober off the alcoholic physically and have no permanent beneficial results. If it were not for "repeat customers" they would soon be forced out of business. I have known alcoholics who have returned to such places as many as forty times over a period of two or three years. It takes approximately a year to permanently cure the typical alcoholic. Any treatment claiming results in less time is not referring to permanent rehabilitation.

Psychological Approach to Treatment

The present-day psychological approach to the treatment of alcoholics is very comprehensive and continuous. It includes, first of all, the attitude of the patient himself; he *must want* to be cured. Unless he is sincere in this desire, no progress can be expected.

Then, the patient must know himself; he must recognize that he is one who can not take liquor at all; that he can NEVER drink moderately again. During treatment he will have frequent interviews with a competent psychologist or psychiatrist, over a period of a year or more. He will be expected to follow a course of reading in modern books and magazine articles as to alcoholic drinking and how it works out in his life. He is taught how to relax and gain natural freedom from his tensions and emotions, his nervousness and worry. He is required to schedule his time at least a day in advance, so that he will be fully occupied with worth-while activities. His vocational aptitudes are examined so that, if his job is uncongenial, he may take steps toward finding one for which he is better equipped. He is expected to make new acquaintances, acquire non-drinking friends, develop hobbies, and avoid familiar drinking spots for a year or two. He is instructed to rebuild his run-down health by proper use of vitamins and other means; the eating of sweets is encouraged whenever tired or hungry, and to guard against "that five o'clock feeling" which previously may have called for a "shot" as a "pick-up." The aid of a physician is encouraged as to health, exercise, and diet.

He is taught to see through his own excuses. He has to learn to think straight, to "know himself," to analyze his problems realistically and see through his previous rationalizations and excuses for taking "just one little drink."

To be of practical aid it is important to remember that much alcoholism, and all that goes with it, can really be wiped out; that most alcoholics drink, not out of "pure cussedness," but because of some deep-seated unhappiness or maladjustment about which little may be known; and that those suffering from this terribly misunderstood disease, are not helped by lecturing them on their apparent lack of manhood, but by understanding and an effort to have them consult those who know how to help solve their basic problems.

A Study in Control Of Liquor Advertising

THE STATE OF OREGON has adopted a liquor advertising code which is of unusual interest because of its implications. A study of its detailed provisions, item by item, may help to make concrete for educational purposes the back-ground in every-day living that leads a large body of citizens—and their legislators—to consider such regulations as desirable or necessary.—Ed.

THE FOLLOWING forms of advertising have been banned as pernicious:

Statements, designs and devices representing that the liquor has food value, or the use thereof has curative or therapeutic effects.

Statements, seals, flags, coats of arms, crests, and other insignia, or graphic, pictorial, or emblematic representations thereof, likely to mislead the consumer to believe that the product has been endorsed, made or used by, or produced for or under the supervision of, or in accordance with the specifications of, the government, organization, family, or individual with whom such seal, flag, coat of arms, crest, or insignia is associated.

Advertisements of alcoholic liquor that include, are connected with, or make any reference to the conducting of any

WHAT WE NEED NOW to discover in the social world is a moral equivalent for war—something which will speak as universally as war does, yet will be compatible with our spiritual selves as war has proved itself incompatible.

—WILLIAM JAMES, Psychologist.

form of contest, or lottery, or to the awarding of prizes, premiums, or considerations.

Any likeness or caricature of a woman, child, or family scene.

Any illustration of a person serving or preparing drinks, or holding a bottle, or other container, indicating the consumption of liquor.

Comic-strips or illustrations of pets appealing to children.

Any advertisement of alcoholic liquor which contains any reference, either directly or by inference, to any person, persons, firm, or corporation, as recommending, using, or purchasing such liquor.

Illustrations depicting athletes or participants in athletic events.

Illustrations of public characters, past or present.

Any advertisement of alcoholic liquor referring to any religious holiday or festival, or any symbol, sign, or other character associated with such holiday or festival.

Any alcoholic beverage advertisement bearing a Sunday date.

Any advertisement of distilled spirits containing a recipe or formula for using same.

IT'S THE LOOSE CHARACTER that gets into tight places.—R. B. S. Hammond, Sydney, Australia.

It would simply be impossible for a man who drinks to be a Scout. Keep off liquor from the very first and make up your mind to have nothing to do with it.—Chief Scout, ROBERT BADEN-POWELL, in *Scouting for Boys*.

A "Saturday Letter"

By RAYMOND E. MANCHESTER

Dean of Men

Kent State University, Kent, Ohio

A million dollar doctor for the birthing, a million dollar hospital for post-natal care, a million dollar school system for learning, a million dollar Boy Scout organization for training, a million dollar university for culture, a million dollar church for the soul, a million dollar pair of parents for love, - - and a *two cent* plan for international relationships!

Eighteen years of million dollar care for that million dollar boy and then an international program featuring hate, suffering, pain, slaughter, famine, destruction and disease! That is the world picture today. That is the way it is on this ball we call the earth; and many pops and moms are wondering why something can't be done about the *two cent business*. When these pops and moms point to the pattern, they feel rather ashamed to say, "That's civilization! That's what we thought up all by ourselves!"

We, the people, must be either dumb or obstinate because there isn't any sense in the plan. Since the human achievement record shows some remarkable performances, let us assume that we are bright enough to work out a better arrangement. Therefore, we must be obstinate,—just plain ornery. Too contrary to admit our failure to figure out the silly stuff connected with nations and boundary lines!

Silly? Of course! Medical science is about the same in Europe as in America, educational techniques have no boundary lines, the Boy Scout code does not change, the church teaches the same lessons the world over and culture cannot be fenced in. Except for the *two cent* part, the million dollar Berlin boy is little different from the million dollar London boy. Perhaps the only thing wrong is the fact that he (the Berlin boy) is playing around with Adolf's gang of dead-end kids. Perhaps things may be different after Adolf and his gang get their respective panties warmed up. Perhaps the pops and moms will do something about this fire-works mania and this international Hellzapoppin' show one of these days. A nice word, this word "perhaps."

MAY
1941

THE
INTERNATIONAL

STUDENT

OF LIQUOR IN LIFE TODAY

In This Number . . .

A DOCTOR TESTS HIS EXPERIENCE

AIDING HIGH SCHOOL TEACHERS

COST OF ALCOHOLIC CULTURE

DRIFT TOWARD ALCOHOLIC PLEASURE

KAFIR BEER HALLS AND "BOOTLEG"

HEALTH-NARCOTIC EDUCATION IN OHIO



THE ARMORY, OHIO STATE UNIVERSITY
COLUMBUS, OHIO (SEE PAGE 219)

democracy
something
deeper than
liberty; it is
responsibility"

HOLBROOK LIB
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THE INTERNATIONAL STUDENT

MAY, 1941

Vol. XXXVIII, No. 7

HARRY S. WARNER, *Editor*

Preparing for After- War Service

Editorial

DIRECTLY and indirectly the Intercollegiate Association for Study of the Alcohol Problem has been preparing for enlarged service in the program of educational activities on beverage alcohol that will be required to meet the new obtrusiveness of this problem in the coming after-war situation. It is now ready to share with others in a movement that will be constructive, comprehensive—a *natural sequence*—and part of the re-building process that must follow the terrific destruction of human values, lives, and spiritual and material resources that this wasted display of energy in war has been costing the peoples of all nations.

The Association has been preparing basic educational material, finding realistic and scientific approaches and seeking a better understanding of the meaning of beverage alcohol in human society. These it is ready to use, when prevailing public ideals and motives are again turned toward constructive, rather than destructive, objectives.

For why should not as much as possible of the aggressive

(Continued on Page 198)

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A Doctor Tests His Own Experience

By COURTENAY C. WEEKS, M.D., London

AS YOU KNOW I am not a life-long abstainer. In my *early days as a doctor* in a large country practice, quite contrary to what I had been taught, I became increasingly convinced that alcoholic beverages were a hindrance rather than a help in the treatment of illness and after operations. I gradually used less and less, and at last cut alcoholic liquors out as far as I possibly could, and wherever it was possible, non-alcoholic preparations of medicines were used.

At the same time, however, I took drink myself and supplied it to my friends—well, simply because I liked it. Later as the result of a gradual conviction, partly due to the havoc wrought by drink all around me but mainly on prudential and selfish grounds, I became an abstainer. Of course, I had seen how alcoholic habits impaired health and hindered recovery from disease or the effects of an accident; but it was mainly as a prudential measure in view of my ambition as a doctor that I abstained. Today I see the confirmation of earlier convictions and the need of a definite witness for total abstinence; and not least when I think of the infamous *campaign now on foot* to capture “youth as the mainstay of the public house!” Then there is the bitter cry of domestic tragedy, the increasing volume of international opinion against alcohol, and the conver-

Dr. Weeks was a surgeon with the British army during and following the first World War. Between that and the second he has been lecturing and leading discussions on the liquor question from the most modern scientific viewpoint, among the universities, colleges and teachers' schools of Great Britain.

This article is condensed from a letter in *The Australian Temperance Advocate*, Mch. 10, '41.

gent evidence of scientific fact with regard to the action of quite small doses of alcohol on living tissues and the human body.

Scientific Basis

Science is clear that alcohol is a narcotic and not a stimulant; that it does not build up the constitution, does not make for mental or muscular fitness while it constantly tends to break down those natural barriers between health and disease, life and death and between the mother and her unborn child. With increasing confidence doctors are realizing that alcohol is not nearly so necessary as they thought in the treatment of illness. In a large and fully representative group of British hospitals, since 1900 there has been a 93 per cent decrease in the use of wines and spirits, whilst very little malt liquor, if any, is given to patients. In 1889, in certain mental hospitals, under what is now the London County Council, 255,000 gallons of beer were used for 861 staff and 7,246 patients. Telling that to a group of unemployed, one called out: "Where's them hospitals, Guvnor?" But his face fell when I said that in 1935, with 3,881 staff and 32,454 patients, they only used 51 gallons!

Drink, Not Drunkenness

Certain severely scientific experimental work showed that with a small dose of alcohol and a pint and a third of beer there was, sixty to ninety minutes after it was taken, sufficient in the blood and brain to cause impaired judgment and vision, while rapidity of action and accuracy were reduced. Certain individuals, and they are typical, took a tenth of a second longer in making an appropriate response. A tenth of a sec-

TWO THINGS, taken together, make a deadly combination: first, a powerful and demoralizing appetite and, second, an opportunity to make money by pandering to it. It is this combination which makes such problems as drink, narcotics, gambling and prostitution so difficult to handle.

—THOMAS NIXON CARVER.

ond? It does not sound very much, does it? Well, try it if you get the chance against Larwood's bowling, or, if you prefer, in front of a motor-car, as you make up your mind what to do. You will probably find in either case that you are a "case" for the local hospital—or the coroner. During the last ten years there have been 70,000 people killed and over two million injured on the roads. How many were due to that tenth of a second lost through drink but not drunkenness? The slaughter on the roads demands a total abstainer at the wheel.

Social Setbacks

Then there is the serious setback in our social life since 1932. Beer was made cheaper; there was relaxation of legal restrictions by many magistrates and less effort in the churches; there has been some decrease in unemployment, and, in addition, widespread and often quite unscrupulous advertising. The results constitute a veritable menace. There has been an increased consumption of beer from 15.02 bulk gallons to 17.91 per head of the population, and as a result, there has been an increase of convictions for drunkenness from 75 to 109 per 100,000 of the population; certain moral offenses intimately allied to drink have increased from 4.85 to 9.52; cases of cruelty to children from 1.8 to 2.3 and of insanity due to drink as a primary or contributory cause from 5.7 to 7.1 per cent of all first admissions. Surely this constitutes a challenge to the Churches. I do not say much about the terrible tragedies of shipwrecked and broken life; but remember every one of them embarked upon the sea of what was meant to be moderate drinking, and at the solicitation of or by following the example of a moderate drinking parent or friend, perhaps a Sunday School teacher.

The Reason Why

The bitter irony of the thing is that so many moderate drinkers are quite conscientious and honest in their action. It is not for us to sit in censorious judgment—indeed, many are as honest about their beer as others may be about their water—but the fact remains—a hard and inescapable fact—that what has been for them a safe if selfish experience has proved for their children and friends a tragic and devastating indulgence.

PREPARING FOR AFTER-WAR SERVICE

(Continued from Page 194)

energy now wasted in war be harnessed to the accomplishment of its own nature-intended ends? To the protection of everyday living and developing personality, from *such natural enemies* as drunkenness, race prejudice, war itself, instead of *propaganda-made enemies* of other countries, races, creeds, nationalities. Is it mere fantastic idealism to seek to construct, now while the holocaust is raging, the beginnings of a program of action such as will be necessary and adequate to put into operation that challenge of William James, the finding of a "moral equivalent for war"?

Such a program would seek to reverse the present trend in America of increasing resort to alcohol for release from personal and social ills. It would include wide popular study of those causes for which "alcoholic release" is sought, and of the delusive gratifications that follow.

And why should not men of high intelligence and judgment—educators, especially—*seek the privilege of leading* the present drinking generation away from this age-old make-shift dependence on drug action for feelings of social cordiality, in the "higher bracket" circles, and of evasion of life's miseries, petty or great, among the poor, the unhappy, the frustrated? Why not frankly acknowledge the consequences of this self-hoaxing custom inherited from savage days?

To do so would be realistic to the N-th degree. For it will not be overlooked by historical investigators of the future, that the Hitler fighting forces were made efficient, in part at least, in the handling of their mechanized war, as a result of the quantity reduction in beverage alcohol consumption that marked the inter-war period, and by the wide spread of a healthy Youth Movement, largely temperate and partly abstinent, of four millions or more, in the decade previous to the rise of Naziism.

If the United States is to be at her best to face the uncertainties of the future, the tides of alcoholic beverage, now surging with increasing strength in influential circles and national life, must quickly be stemmed, and gradually turned back. To help do this should be an objective of supreme importance in our social education program of the immediate future.

Aiding High Schools

In Alcohol Problem Education

HOW THE INFLUENCE of The Intercollegiate Association, and a project led by one of its former student members, has spread through the high schools of the United States in the past four years, into a new liquor problem educational activity is a story that now may be told.

For it is a story of realistic accomplishment in leadership on "The Liquor Problem of TODAY," in a period of extreme difficulty for all such work. It is a story of inspiration of student years, and of an understanding that has registered itself, decisively, in the new-reviving temperance educational movement of the country; an activity that has been going on quietly for more than four years in the State of Michigan in providing educational and scientific material for teachers, and the leaders of student groups and organizations, in high schools. In these four years it has spread, first, to all the public, some of the private high schools and the academies of that state—789 in number. Second, following this tested beginning, it now includes in its range of influence, as a sequence of the Michigan experience, over 5,400 high schools in all the forty-eight states and the District of Columbia, to which it brings monthly the "New Understanding" material and approach of

Henry C. Jacobs, leader of the Michigan High School INTERNATIONAL STUDENT project, became interested in service for solution of the liquor problem when a student at Hope College, Holland, Mich., from which he was graduated in 1914. He studied the question as a member of the local League of the Intercollegiate Prohibition Association, entered its local, state and interstate contests, and at the Topeka, Kansas, National Contest in 1915, won second honors over state and interstate winners representing all parts of the United States. His oration, "Watchman: What of the Night?" expressed the forward-looking spirit of the anti-liquor movement of that period. Through the years since as minister in the Reformed Church he has been interested in constructive temperance activities.—EDIT.

the Intercollegiate Association and its publications.

Briefly it is this: a minister at Fremont, Michigan, became concerned as to the best way to use the annual Thanksgiving offering of his church. He and his treasurer carefully analyzed the possibilities in the many, many appeals that came to him as they do constantly to other ministers. Understanding the terrific pressure that growing drink customs were applying to the youth of today, and with definite information, through police and educators, as to what was happening, and the co-operation of teachers, superintendents, leading citizens, and the editor of a daily, who wanted more anti-liquor educational activities in the schools and dependable material with which to teach, the church volunteered to procure, for the high schools of the county, the INTERNATIONAL STUDENT, each month, as medium, because of its educational approach. It was sent, first, for a year to the five high schools of the county. Then, under the inspiration of the pastor, Reverend Henry C. Jacobs, and with the coöperation of school officials, and business men, a plan for making this publication available to other high schools in that part of Michigan was begun. The response from friends who wanted additional education on liquor in their schools, and from teachers was such as to give steady expansion to the program. By June, 1937, 248 public high schools were receiving the INTERNATIONAL STUDENT; by June, 1938, 768; by June, 1939, 790—practically all the public high schools in the state of Michigan, *as the gift of many friends throughout that state.*

From these beginnings, and a similar two year experiment in an eastern state, the project of supplying this "college tone" liquor problem discussion and educational material to the high schools, spread into other states. The Methodist Board of Temperance, Washington, D. C., now supplies it regularly to 4,360 of the largest high schools of forty-six states, including practically all of those in cities and towns of 2,500 and over; the Woman's Christian Temperance Union of the District of Columbia has provided it for four years for the high schools of the District; a state society for the schools of Montana. As a result of these various efforts the INTERNATIONAL STUDENT is now available in the libraries of over 5,400 leading high schools including every state of the United States.

Cost of Alcohol Culture

As Estimated by Great Britain's Greatest Economist,
Josiah Stamp

THE DEATH BY BOMB in an air raid, of Sir Josiah Stamp, his wife and son in their home in London, April 17, suggests occasion for the reprinting, in tribute to his services, of his remarkable and comprehensive statement of the economic meaning of the consumption of alcohol in a modern community. His conclusions are so basic as to make them of unusual value to thinking men. In addition to being one of Britain's best known and most responsible economists, Sir Josiah Stamp had a long record as writer, lecturer, and teacher at the Universities of London, Oxford and Cambridge.

—EDITOR.

THE EFFECT of the consumption of alcoholic liquor upon the economic life of the community may be studied in relation to its direct effect upon production and, therefore, upon the standard of life, and to its indirect effects through this particular way of spending income as compared with alternative ways.¹

The Basic Question

1. Suppose an individual spent far less on alcohol, would his quantity of output be more or less, and would its quality be better or worse? Here we must distinguish between drunkenness of a section and considerable drinking by many. It will need no argument to show that the prevalence of drunkenness must mean an impoverishment of total production through (a) the time off work, (b) the poor quality of work when active, (c) the greater liability to absenteeism through accident and illness, (d) the out-of-pocket costs in society, through hospital, poor-law institution, law court, and other direct remedial expenditure. But it is less obvious that average drinking produces any considerable effect on production.

2. Suppose in the absence of alcohol, production were not,

at any rate, diminished and, therefore, the purchasing power of the community remained intact and unaltered. How would it be exercised, *i. e.*, what consumption would take the place of alcohol? Would a good deal of the money go into houses, travel, clothing, food, etc., and if so would this improve the well-being of the people, and indirectly increase future output? All other economic questions are subsidiary to these, and in dealing with them, there is no space for detailed evidence or close argument—only personal conclusions can be stated.²

“My Chief Conclusions”

My chief conclusions after weighing the available evidence were:—

(1) A reasonable calculation of the lower “employing” power of expenditure on alcoholic liquor is that a given sum, after deducting the taxation included, employs throughout its effects, within 12 per cent of the employment (of a like range of skill) created by the same expenditure in industry in general.

(2) There would be a dynamic effect by a transfer to savings of a part of the expenditure on alcohol. This would go into “production-goods” and houses, the latter freeing funds for production goods. At times when total savings are below the amount that can profitably be employed, the addition would pave the way for a future general increase in well-being and employment through increased savings.

(3) The effect of a transfer to other “consumption” goods might well be accumulative or accretional—a permanent addition to enjoyment—instead of being final, or lost in effect upon human satisfactions day by day. Part of the resources devoted to alcohol in many homes could yield a greater dividend of well-being if otherwise spent.

(4) The derivative effect of a transfer from alcohol consumption upon powers of production would be not less than 5 per cent on efficiency in output, and might be as much as 10 per cent. If we add the effects of absenteeism and greater liability to industrial accidents which result from the general use of alcohol, the evidence would be much more in support of 10 per cent than against it.

(5) Apart from other effects of prohibition upon character, and the fact that prohibition did not represent the kind of absence of consumption of alcohol I am assuming, the evidence, when it was most effective, supported President Hoover's 1925 estimate of a 10 per cent effect on production.

(6) Tests by particular institutions with experience of the comparative effects (upon output) of consumption and non-consumption show various material differences in favor of abstinence.

(7) The statistical value of *general* testimony is not negligible, and supports the above.

Alternative Expenditure

(8) The effects of alternative expenditure upon production—for example, milk—can only be roughly estimated. The consumption of milk in England and Wales is far below that in Sweden, Switzerland, and the United States. Any tests of the average working class expenditure on drink, compared with the average earnings, show that an excessive proportion, relative to other family needs, goes into alcohol, even for moderate drinkers. An income of £3 per week can hardly afford 15 per cent. The effects of the transfer to other objects can be put in this order:

- (a) Substituted beverages for the adults.
- (b) More and better food for the children.
- (c) Clothing and house amenities.
- (d) Permanent assets in the home.
- (e) Travel and fresh air amenities.
- (f) House purchasing.
- (g) Additional savings.

Suppose one-half of the sum transferred is not spent in tobacco, tea, etc., but on children's food, better housing conditions, and various kinds of assets and savings, with an accumulative rate of $2\frac{1}{2}$ per cent, we get an additional national asset of great value, in less than a generation, of 1,000 millions sterling of accumulation on top of the annual sum *spent*. Expenditure on alcohol is non-cumulative in satisfaction, but often accumulative in its drawbacks.

Drink-Caused Crime

(9) The economic cost of crime caused by drink, and of poverty due to drink, probably lies between 25 millions and 50 millions of taxation. The figures to include voluntary payments in charity, hospitals, etc., would be much greater. The test of the production which never comes into being through the incapacity of these classes it is not possible to estimate.

(10) If abstinence from alcohol leads to a longer average life which is not an economic but a medical question, the economic consequences, for society as a whole, may be mixed. Abstinence is a clear gain in so far as fewer deaths occur during the working period of life, or in so far as it extends the working period.

(11) The taxation now raised by attaching it to the purchase of alcohol would have to be transferred to other commodities, or to direct taxation. If done suddenly it would present a difficult fiscal problem. But this, in fact, is unlikely to happen, and the gradual diminution of this source presents few difficulties, especially if general wealth-producing power is increased in the proportion of 10 per cent.

(12) Complete cessation of alcohol consumption is not necessary in order to secure a large part of the total benefits of cessation. It might be possible to get 90 per cent of the advantage with only 70 per cent of reduction. It may matter much more economically to eliminate excesses than to reduce the average to correspond, except for the fact that *excessive drinking by the minority accounts for so little of the total sum spent, compared with the average drinking of the majority*, and some substantial abatement of this latter is necessary if real economic advantages are to accrue. It is not so much the economics of drunkenness as the economics of disproportionate expenditure that is significant.

Between 8 and 15 Per Cent

(13) "The whole matter may be summed up by my saying that those who put the economic difference at less than 8 per cent, and those who put it at more than 15 per cent, both speak against the weight of evidence."

Three years ago a committee consisting of eminent scientists, accountants and statisticians, inquired into the economic and social aspects of the drink problem.³

In the summary of their conclusions they state that the reduced consumption of alcoholic liquor in recent years has been due to (a) restrictive regulations, (b) higher prices at a time of low earnings, (c) changes in industrial methods, (d) counter attractions, picture houses, sports, etc., (e) educational and social influences. Day drinking amongst certain classes has been diminished by restriction, but many younger men have been strongly influenced by better education and a desire for a higher standard of life. . . .

Aggregate expenditure on drink has remained high despite reduction of consumption, and the proportion of income spent on drink is about the same on the average as before the war. The poverty creating effect of drink is, therefore, little, if any less. From 25 to 30 per cent of the whole of the poverty in a typical working-class district is caused or contributed to by drink; the minimum proportion of public assistance, outdoor relief cases attributable to drink, may be taken as 13 per cent, and of indoor cases 15 per cent.

Predominant Cause of Secondary Poverty

Drink is the predominant cause of secondary poverty—the poverty of families whose total earnings *would be sufficient* for the maintenance of merely physical efficiency, were it not that some portion of them is absorbed by other expenditure, either useful or wasteful. It may cause as much as 85 per cent of such poverty. It causes 10 or 11 per cent of primary poverty, and about 40 per cent of the common offenses dealt with in public courts, 25 per cent of violent crime, 15 per cent of cruelty to children, 25 per cent of matrimonial cases, 50 per cent of assault and wilful damage.

The findings of the committee tended to confirm the estimates given above as to the less “employing power” of expenditure on drink. In conclusion, it will be seen that in the economic aspects the case of increasing sobriety, presented from other points of view, is strongly reinforced and, while economic considerations ought never to be paramount, they

are so bound up in social well-being and spiritual opportunity as to be worthy of judgment upon the highest plane.

¹From *Four Articles on the Temperance Question*, London, England (1936).

²See Norman Kerr Memorial Lecture, *British Journal of Inebriety*, Jan., 1930; also evidence before the Royal Commission on Licensing, Feb. 5, 1930.

³*The Social and Economic Aspects of the Drink Problem*, Victor Gollancz, Ltd., 1931.

The carefreeness and with it the lack of caution which intoxication produces is a result of an illusory feeling of increased vitality.—IMMANUEL KANT, *Anthropologic*.

Human behavior is the outcome of instinct and animal desire guided by discrimination, reason, self-criticism and self-control; it is these *guiding powers* which alcohol tends ever more and more to impair and weaken.—DR. COURTENAY C. WEEKS.

Both alcoholic intoxication and fatigue produce temporary impairment of a person's ability to act as he would under normal conditions. Intoxication, however, affects a person's judgment as well as his physical condition.—National Safety Council Committee on Tests for Intoxication, 1937 *Report*.

Alcohol and Physical Tests. When the test is in games or trials of physical strength, running, mountain climbing, marching, or taking dictation, arithmetic, responding to signals of light or sound, the result is always the same, a less good performance when alcohol has depressed the mind and muscle.—HAYDEN EMERSON, M.D., "Liquor and Youth," *Scholastic*.

What happened to beer drinking habits in 15 years of prohibition? . . . During these 15 years 12,000,000 potential beer drinkers became of age . . . we have only to refer to the statistics to find out that during this time a taste and habit was built up for soft drinks. . . . The habit of beer drinking must again be built up.—K. L. VAN AUKEN, speaker, American Brewers' Association Convention, 1936.

I consider the work The Intercollegiate Association is doing the finest contribution to the cause of temperance and am sure it will produce great results.—ARCHER E. FALCONER, Arlington, Va.

Like it very much . . . confident of its success; more power to you.—JOSEPH O. TODD, Pastor, Pilgrim Congregational Church, Worcester, Mass.

The Drift Toward Alcoholic Pleasure

Consumption of Absolute Alcohol

A Scientific Test

By ERNEST H. CHERRINGTON

NEVER BEFORE in American history has the nation faced so complicated and difficult a problem in connection with the alcohol question as at the present time. The task demands the most serious and thoughtful consideration.

The following table shows the amount of each of the different kinds of liquor consumed in the United States, and the per capita consumption of absolute alcohol each year from 1933 to 1940, inclusive:

YEAR AND TYPE	PER CAP. CONS'MPT'N		
	GALLONS ALCOHOLIC LIQUORS	ABSOLUTE ALC. GALLONS	TOTAL
1933			
Distilled Spirits	6,118,326	.0243	
Malt Liquors	205,093,706	.0815	
Wine	1,801,647	.0021	
		—————	.1079
1934			
Distilled Spirits	42,414,551	.1674	
Malt Liquors	1,000,247,209	.3940	
Wine	14,810,110	.0175	
		—————	.5798
1935			
Distilled Spirits	82,457,338	.3233	
Malt Liquors	1,300,332,231	.5098	
Wine	35,680,325	.0419	
		—————	.8750

From "The Alcohol Problem Today and Efforts Toward Its Solution," by Dr. Ernest H. Cherrington, *The Voice*, Febr., 1941.

1936			
Distilled Spirits	110,630,778	.4307	
Malt Liquors	1,515,619,977	.59	
Wine	47,764,375	.0537	
		<hr/>	1.0764
1937			
Distilled Spirits	136,859,616	.5294	
Malt Liquors	1,719,880,341	.6652	
Wine	62,430,597	.0724	
		<hr/>	1.2670
1938			
Distilled Spirits	130,203,653	.4999	
Malt Liquors	1,671,706,558	.6419	
Wine	61,536,752	.0708	
		<hr/>	1.2126
1939			
Distilled Spirits	125,689,310	.4833	
Malt Liquors	1,606,323,094	.6178	
Wine	67,693,276	.0780	
		<hr/>	1.1791
1940			
Distilled Spirits	140,717,108	.5350	
Malt Liquors	1,643,328,600	.6225	
Wine	82,580,082	.0938	
		<hr/>	1.2513

The figures showing the per capita consumption of absolute alcohol of all intoxicating liquors in the United States in 1934, measured in gallons, indicate an increase in the consumption of absolute alcohol, per capita, over that of 1933, of 437 per cent. The increase in 1937 over the per capita consumption of 1934, is 118 per cent. The per capita consumption of 1938 is less than that of 1937, by 4.3 per cent. That of 1939 is still lower, being 1.1768 gallons. The per capita consumption for 1940 is an increase over that of 1939, but still under that of 1937. The consumption of wine for 1940 is very much larger than that in any previous year in American history. The largest consumption for any year prior to 1940 was that of 1911, when the amount was 63,859,232 gallons.

There are at the present time approximately 437,000 retail

outlets for the sale of liquor in the United States. That means one retail liquor license for every 300 of the population. For every church in all denominations in the United States there are more than two saloons or places for the sale of intoxicating liquors. As a matter of fact, there are eleven saloons for every five churches, and one saloon for every seventy-five homes.

It is sadly significant that for every dollar spent for intoxicating liquor last year (1939) there was only 75 cents spent for public education; 25 cents spent for motion pictures, and \$1.25 for dairy products. A conservative estimate places the annual alcoholic liquor bill of the United States of America at \$4,691,935,957, or a per capita cost of \$36.29.

Kafir Beer Halls and “Bootleg”

In South Africa

By ROBERT LAWRENCE McKIBBIN

WHEN MUNICIPAL BEER HALLS were established for the Kafirs it was fondly believed that an ideal solution of the illicit liquor traffic among the natives had been found. Yet, it has only introduced a new problem, or rather, a new aspect of the old.

It was held that, whatever might be done, the natives will always drink or seek to drink; that therefore it is better to allow them to do so legally and under the supervision and control of the authorities than illicitly; that the demand for intoxicating drink could in this way be met safely; and that at the same time the skokiaan queens would be put out of business. It was argued that the vast sums of money going into the pockets of the illicit dealers would be diverted into the

Condensed from “The Native Liquor Problem,” *The Tribune*, Cape-town, South Africa, March, 1941.

municipal coffers to be devoted to the financing of much-needed projects for the natives.

The scheme was plausible, promising to kill several birds with one stone. And, although least broadcast about, the financial was by far the most telling argument, for even the ordinary citizen has become conscious of the urgent need for suitable social amenities for the urban natives. Not on negrophilist grounds at all, but simply as a matter of sound practical policy, it is recognized that proper provision must be made for the housing and recreation of those natives who work and live within the municipal limits.

This need has at last become perfectly clear. But the problem has been finance. Where is the money to come from? The municipal Kafir beer halls appeared to give the answer.

How It Works Out

What have the practical results been? If the provision of more beer halls can be considered an amenity, then a limited number of such amenities have certainly been provided—at a price. In fact, the price has been so high as to cause a deficit, despite the enormous sums of money being taken in the beer halls. This has given point to the native argument that the beer halls policy is akin to that of fattening a dog by feeding him on his tail. But a much worse aspect is that a vested interest has been created with dangerous potentialities in a world of civic politics not entirely devoid of temptation to frail humanity. Wherever there is a vested interest, equity and the common weal are endangered for, as Macaulay remarked, “even the law of gravitation would be brought into dispute were there a pecuniary interest involved.”

Illicit Traffic Not Checked

As regards the illicit traffic, the beer halls have not eliminated but have accentuated the activities of the skokiaan queens. The reason has been perfectly natural. Illicit liquor vendors do not carry on their business with the deliberate intention of debauching the native people, nor of flouting authority. They are not particularly interested in ethics or politics. They are merely bent on making a living, as easily as possible, and as remuneratively as possible. In the midst of the welter of poverty and injustice and squalor that characterize our native ur-

ban areas, there is one obvious way to make easy money. That way is the provision of intoxicating drink with the attendant vices that flourish in any community where there is a vast preponderance of males torn away from natural family life. In short, skokiaan and prostitution are the easiest ways for a native woman to make money. And the rottenness of the white man's civilization often makes the need for that money most pressing.

By supplying the so-called "good" beer in the beer halls the authorities have not solved the economic problems of the skokiaan queens. They have merely compelled them to exercise more ingenuity in concocting potions of greater potency and attractiveness. Municipal competition has not eliminated the illicit native brewer. It has merely driven her to more dangerous methods of providing "value" for money received.

Lead to Stronger Drink

Incidentally, too, the claim is made, and with good reason, that the beer halls serve the peculiar but quite natural function of *whetting appetites for stronger drinks*. The patron of the beer hall goes there in the first instance for the sake of the company with whom he can enjoy a modest pot of beer, at a reasonable price, without fear of molestation from the police. In the ordinary course of events he would, as like as not, have been careful to avoid drinking anything intoxicating. It must be remembered that with the natives, as with Europeans, drinking is usually a matter of social custom, that is, when they drink they like to do so in company. At first the conviviality rather than the liquor is the attraction. Once having started, however, an appetite is aroused. Because of this fact the beer halls defeat their avowed purpose. The seasoned native drinker finds that the official stuff is, after all, rather insipid, and before the day is out he goes in search of something more potent.

He has not far to seek, for whatever else may be said about the beer halls, the fact remains that the illicit traffic has not been eradicated. Responsible officials have attempted to explain the presence of large numbers of shebeens in certain districts by the excuse that they had been attracted by the beer halls!

Views of the Natives

A further anomaly has arisen in that the native mind, and not only the native, is puzzled at the logic that considers the brewing and sale of "good" Kafir beer a serious offense if committed by a needy native and yet regards the same deed as quite virtuous when done by the wealthy municipality in order to get revenue. What magic makes wrong right provided the perpetrator be powerful enough? Do crimes cease to be crimes if they mean profit to the "white" man?

On these grounds alone there has been and will continue to be a strong prejudice among the natives against municipal beer halls. This prejudice may not be strong enough to cause a genuine boycott of the halls—the native is not given to allowing an abstract principle to interfere with his appetites—but it is there, and exists as yet another of the many grievances felt against the ways of the white man.

The native desires and all along has demanded home-brewing. He wants his national brew in his own way, brewed by his own womenfolk, and available to those who wish to have it. On the other hand, the white man not unreasonably is genuinely concerned about allowing a free hand in such matters. Conditions on the Reef are not as in the native reserves. Here there is a vast reservoir of mine-boys and others to serve as a great market and a temptation for the brewers. Will not every native woman become a brewer and purveyor of drink? To this the native replies that, if beer is to be sold for profit, the native householder ought to get that profit instead of the rich and powerful municipality. And in any case, when everybody has the right to brew unhindered, there will not be enormous profits. Competition will bring prices down, and brewing for sale will be killed in a natural way.

Complicating Factors

In the foregoing arguments we see other factors in this social problem: the factors of economics and civil liberties that in the past have been largely disregarded. But justice and freedom cannot safely be ignored! Do what men may, the problems of justice and freedom will obtrude themselves at every turn, although frequently unrecognized as such. The only solution lies in facing them squarely and honestly.

Among other reasons, it was some slight recognition of these factors that caused the Union Government to enact the legislation that virtually gave the municipalities the choice of allowing unrestricted home-brewing, brewing by selected individuals under a special permit system, or the supply of Kafir beer through municipally-controlled beer halls. In most cases the municipalities felt that by far the greatest advantage lay in the choice of municipal beer halls. Control and revenue, they imagined, would thereby be assured.

Counter Attractions

A certain incident, however, shows clearly that the native liquor question is but a symptom of deeper-seated trouble.

After their institution in Johannesburg, the beer halls were invariably crowded to overflowing at a comparatively early hour on Sundays—with the exception of one noteworthy occasion. On that particular Sunday, the beer hall authorities were greatly perturbed when, past the usual hour for the halls to be thronged with crowds of prospective drinkers, hardly anybody had put in an appearance. What had happened? Was it a boycott? Was trouble brewing?

Investigation revealed that thousands upon thousands of excited natives were patrolling certain areas in a search for gangs of Amalaitas. *The novelty and thrill of this pastime had put all thought of beer completely out of their heads.* They were too intent on the sport of the moment to bother about drink.

The moral is clear: provide suitable and sufficient counter-attractions and the vast majority of natives will not be interested in liquor.

Screen Drunk or Real Life?

On the stage or on the screen, a drunk, male or female, may be funny. In real life, there is not a laugh in a tankful . . . If our daughter came home reeling like a sodden film heroine, we'd go on a diet of bread and water for her repentance. . . . Humor must be dry, not soaked and alcoholic, to deserve a place in the "family entertainment" which is the films.—FATHER DANIEL A. LORD, S.J., in fifteen Catholic Church publications.

Ten Years of Government Sale

In Nova Scotia

IN HIS REPORT to the Social Service Council of Nova Scotia, H. R. Grant, the secretary, sums up ten years of government control in that province of Canada as follows:

"We have had trial of Government Control of the sale of liquor, or rather Government Sale of liquor, from August 18, 1930. The advocates of this measure in 1929 declared it would tend to:

(1) "'Eliminate drunkenness and lawlessness.'

"Police Court records show that convictions for drunkenness and lawlessness have increased under Government Sale.

(2) "'Eliminate the Bootlegger.'

"The report of the Liquor Commission for the year ending November 30, 1939, shows that convictions for violation of the Act numbered 3,089. In 1939 the R. C. M. P. Report says: 'Particularly effective in closing notorious liquor dives.' Fines imposed in 1939—\$67,902. The bootlegger is not eliminated.

(3) "'Protect our young people.' Complaints from all counties in the province are to the effect that never under Prohibition were the young men and young women under such temptation to drink as during the past ten years.

(4) "'Promote true temperance.'

"Liquor has been sold for ten years at a cost to the purchasers of \$37,905,514, with an increase of club licenses from 28 in 1931 to 100 in 1939, an increase of banquet permits from 153 to 255, an increase in the sales of spirits from 84,955 gallons in 1931 to 188,670 gallons in 1939.

"The experience of Nova Scotia under ten years of Government Sale demonstrates that the system is not a temperance measure."—*The National Temperance Advocate*, Toronto, 1941.

Drink is commercially our greatest wastrel; socially it is our greatest criminal; morally and religiously it is our greatest enemy.—DR. ALBERT SCHWEITZER.

Basic Ideas of Senator Sheppard

On the Problem of Liquor

THE SUDDEN DEATH of United States Senator Morris Sheppard, of Texas, April 9, "Dean of the Senate" in that he had served in Congress continuously for 39 years—a national record—and Chairman of the Senate Committee on Military Affairs, gives occasion for a re-study of the reasons that led this great statesman, first to sponsor the Eighteenth Amendment and, then, each year thereafter, both before and following Repeal, to give an annual address in the Senate in support of the prohibition of intoxicating liquors. His thinking may be traced in the quotations here given from his addresses.—Ed.

RELEASING LIBERTY

LIBERTY MUST BE DEFINED in terms of human welfare; the rights of women and children to have a decent and comfortable existence is superior to the right of individuals to drink intoxicating beverages; frequently, by suppressing the liberty to do a less important thing, we release the liberty to do a more important thing; the person who will not subordinate his physical appetite to the general well-being is not a good American.—Dec. 7, 1926.

HISTORICAL EXPERIENCE

WE ARE ABLE to trace from earliest colonial times to the present the continuous development of the movement against intoxicants, from a protest against excessive drinking to an attack on distilled liquor, then to an onslaught on all liquor, and then to the added objective of legislative prohibition, the movement now resting on a triple basis of education, suasion and legislation.

It is evident that prohibition has been in the making for nearly 300 years,—that no other subject has been more constantly before the American people with every phase and possibility more widely discussed through decades and centuries, than the proper handling of beverage alcohol.—Jan. 16, 1929.

THE DEMANDS OF MODERN LIVING

THE OPERATION of machine power, the basis of modern civilization, calls for prohibition of intoxicating liquor, the steady nerve, the firm hand, the unclouded brain. Who wants to ride upon a modern train with a moderate drinker for an engineer? Who desires to become a passenger in an automobile with a moderate drinker for a driver, or in an airplane with a moderate drinker for a pilot? Who would feel secure on an ocean liner charging the darkness and the storm with a moderate drinker at the wheel and a temperate indulger on the bridge? Who would willingly submit to the knife of a moderate drinker for a surgeon? . . . If prohibition of alcoholic liquor is essential in the winning of a baseball game, how much more essential is it in winning the greater game of life?—Jan. 16, 1931.

RESULTS OF REPEAL

FIRST. THIS TRAFFIC had again been revealed as the only legalized business which gives its patrons no value in return, but products that promoted disorder, destroyed efficiency, bred physical disability, mental derangement, and moral irresponsibility.

Second. Unlike any other industry, it directly diverts an amount now growing annually into billions from legitimate business without any equivalent to its customers.

Third. In failing to return this equivalent it is a fraudulent competitor with all other American industry.

Fourth. The national advertising and high pressure sales program of the liquor traffic through the press, the radio, the movies, the billboards, the mails and other channels of publicity is a destructive influence in that it breeds potential disaster not only to every other business but physically and otherwise to millions of American industry's legitimate customers.

Fifth. The revenue apology faded completely when the economic, social, educational and political waste in the wake of the reopened saloon is considered, as well as the further fact that the people are paying ten times as much as the revenue received by the government out of their own pockets directly for liquor or for liquor's share in the annual crime and accident bills.—Jan. 16, 1936.

INTEREST OF NATIONAL DEFENSE

ONE OF THE MAJOR CONCERNS of the people of the United States is the problem of national defense. An attitude of government which permits and encourages the expenditure of billions for useless intoxicants impairs the greatest material and moral resources of the Nation, a resource most vital in time of war—its man power. No one, wet or dry, will argue that either the physical or mental well-being of men is increased by indulgence in intoxicants. And yet the strength, endurance, intelligence and alertness of our forces on land and sea are even more important than the ships they sail, the airplanes they fly or the guns they fire.—Jan. 16, 1940.

Deaths From Beverage Alcohol

A Recent Study

“**V**ITAL STATISTICS with reference to deaths from alcoholism are of limited value in general,” because physicians attending private patients who die of alcoholism are prone to certify that death is due to organic disease of the heart or some similar cause,” according to a study recently made by Doctors Leo Alexander, Merrill Moore, and Timothy Leary, in the Boston City Hospital, and published in *The Journal of Criminal Psychopathology*, April, 1941, and a pamphlet reprint.

Continuing the discussion of the practice of physicians in private cases, the report says: “The position which they take is that the family should not suffer from the stigma attached to death from alcoholism. If they certify that death is due to alcoholism, the health department under the Massachusetts law should refer the case to a medical examiner. Many medical examiners when such cases are called to their attention are inclined to hide the actual cause by certifying that death is due to cardiac failure, chronic nephritis or other natural cause, and the alcoholism is recorded as a secondary cause. Vital statistics are made up from primary causes, and the alcoholism

does not appear in the statistics under these conditions. It is only in the counties where facilities for chemical investigation are available, where autopsies are performed routinely, and where clinical records in general hospitals or in hospitals treating alcoholics are kept with relation to alcoholism that statistics in this respect have value.

"For example in Suffolk county alcoholics are treated largely in the Boston City Hospital or in hospitals specializing in alcohol or drug addiction."

Covering the ten year period, 1928-1937, and 88,090 cases, the pamphlet, "*Deaths from Poisoning*," is a study of those that occurred in connection with poisoning by ethyl alcohol, illuminating gas, carbon monoxide other than illuminating gas, and various other toxic substances. It says that "Our total figures of death directly or primarily related to alcoholism are higher than those officially given because the official diagnosis of alcoholism is often not clearly indicated as the true primary cause of death. . . . Our figures are in better accord with the general trend of alcoholism at the present time than official statistical figures."

After full statistical tables, graphs and diagrams of its finding, the report summarizes as follows:

"In Massachusetts during the ten-year period from 1928-1937, 8,661 deaths were certified by the medical examiners as due to toxic substances: that is 9.83 per cent of all cases seen by them. Of these substances alcohol (ethyl alcohol) leads all others. Alcohol does not only cause more deaths than any other toxic substance, but more than all others put together. Alcohol is responsible for 52 per cent of all deaths due to toxic substances, illuminating gas for 21 per cent, and 'non-therapeutic chemicals' are responsible for 11 per cent."

The depressing effect (of alcohol) is observed first upon the nervous system, resulting in a release from restraint and from inhibitions.—National Safety Council Committee on Tests for Intoxication, 1938 *Report*.

The primary idea of prohibition is not to prevent anyone from taking a drink, but to prohibit the distillers and vendors of liquor from destroying America's greatest natural resource—our young people.—ROGER BABSON.

Health and Narcotic Education

In the Public Schools of Ohio

By HOWARD E. HAMLIN

NARCOTIC EDUCATION has been an integral part of the service of the State Department of Education in Ohio since March, 1938. Its emphasis has been upon the health, economic, and social consequences of the misuse of alcohol, nicotine, marijuana, and other harmful drugs. The program is financed from the public funds of the State. It is administered by a special supervisor, who devotes his entire time, mainly in the schools, to talks and conferences with pupils and teachers, and to the preparation of source materials for use in the schools throughout the State. The present supervisor was trained in the biological sciences, and for twenty years was a professor in physiology in some of the leading colleges and universities of the country.

Teachers throughout the State are urged to emphasize wholesome, happy, normal living as the desirable "way of life" for children and adults. The program is planned so as to help and encourage the child and the adult to improve and conserve health. It is a part of the broader field of Conservation Education. In fact the ultimate objective of the conservation of the natural resources is to raise the standard of living and improve the state of health, so that people may lead a more happy and satisfied life.

The program aims to help the individual cultivate:

- (1) A sense of pride in his health and safety habits.
- (2) A willingness to do "what he knows" to be good for his health, and to avoid "what he knows" to be harm-

Professor Howard E. Hamlin, former Professor of Physiology, Ohio State University, now with the State Department of Education as Supervisor of Health and Narcotics, gives his full time to this work among the schools, chiefly the high schools, and the teachers of Ohio. His interest in the problems of beverage alcohol was made active when, as a student at Ohio Wesleyan University, he became a member of the local group of the Intercollegiate Association of that period.

ful. This requires EDUCATION.

- (3) An understanding that good health is priceless to his social and spiritual development.

In the group discussions, the factors which have a positive effect on health and happiness receive the emphasis. These factors include: (a) a normal mental attitude (mental health); (b) sufficient exercise and recreation; (c) an optimum diet; (d) adequate sleep; (e) proper posture; (f) safety in all things; (g) cleanliness; (h) protective immunization to disease; etc. Narcotics are discussed along with other factors that are known to undermine health, such as: (a) lack of exercise and recreation; (b) fatigue; (c) excessive and inadequate nutrition; (d) wrong mental attitude; (e) inadequate sleep; etc.

In a true health program, the individual should become critical of all habits and practices that impair health and happiness. In other words, if an athlete over-eats he may impair his efficiency more than if he drank some form of alcoholic beverage; if he does not get enough sleep, he should know that he may undermine his skill and endurance more than if he smoked a cigarette. But, since both lead to impairment, then both must be eliminated from his way of living. In brief, we are trying to eliminate the present trend in the use of narcotics by substituting a potent desire for health. We are also urging parents and teachers not to be forgetful of the powerful influence of "their example" upon the thinking and habit formation of children and youth. If drinking and smoking are essential to the social pattern of living among adults, then this acts as a powerful suggestion to youth.

Methods of Approach to the Study of Narcotics for High and Junior High Schools:

- (1) *Directly*, through the imparting of narcotic information:
- The approach should always be scientific, honest, and impartial.
 - The old methods of "don't" and "must not" are no longer effective.
 - The arousing of unnecessary "fears" should be avoided.
 - Narcotics are the servants of mankind when properly used. It is their misuse that should be condemned.

(Continued on Page 223)

Beverage Alcohol in Daily Living

*Seek the Truth
Come Whence It May
Lead Where It Will.*

Increase Education

EVERY DAY THE EVIDENCE shows that we must increase our efforts in getting to our young people the effects of alcohol on the individual and society.

There is a growing awareness that economic pressures plus social custom may be developing attitudes, habits, and characters that are more than likely to offset the effects of education. A wild party with a few drinks, a wild ride, and a fine group of young people are blotted out. They might have been saved.—EDGAR G. DOUDNA, *Temp. Ed. Jr.*, Feb., '41.

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Alcoholic Culture

The alcoholic culture of recent years has produced a generation of persons who like to look with suspicion on anyone who is opposed to the use of alcohol as a beverage. Far from being an "old foggy subject for old fogies," it is, in fact, a vital, interesting and important field, touching life and education at innumerable points.—JOHN A. PERMENTER.

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"Screen Tippling"

Motion picture directors often run out of ideas. . . . Now when they can think of nothing else to do they have the hero call for a Scotch and soda or the heroine mix a highball.

The liquor companies are so convinced of the power of motion pictures' suggestion that they asked the movies to stop calling for Scotch and soda and ask for bourbon or rye, since people were getting from the movies the habit of asking not for American whisky but for Scotch whisky. But the point remained that they were getting a habit of asking for any kind of whisky.—FATHER DANIEL A. LORD, in "Screen Tippling," in fifteen diocesan publications of the Catholic Church.

Drunk on Beer?

I am not one who believes with Professor Yandell Henderson of Yale that one cannot become intoxicated on beer. I have seen too many "fighting drunks" who have had nothing but beer. Theoretically, the stomach cannot hold enough beer to produce that effect; actually, there are persons upon whom only a few drinks of beer have an effect that is nothing but intoxication. Accordingly, the brewing industry has enough of its own burdens to carry without having thrust upon it additional ones for which it is not responsible.—BART POTTS, *Brewery Age*, May, 1935.

The Committee concludes also that there is no minimum amount of alcohol in body fluids which can be accepted as indicating absolutely no impairment by alcohol.—National Safety Council Committee on Tests for Intoxication, 1937 *Report*

Liquor Problems Visualized

"**V**ISUALIZED?" Yes, more by far—vivid, dramatic, colorful, highly illustrated yet solidly scientific, objective and factual. Nothing like it before has appeared in such clear cut, convincing display of the realistic action and consequences of alcoholic drink in modern everyday living.

This new edition of *The Alcohol Problem Visualized* presents in 96 pages the most important facts, figures, and findings of the latests specialists in their study of the effects of beverage alcohol on the average drinker, and the social effects of its use in groups, and as a social custom. It is absolutely free from intended emotional appeal, but the cumulative effect of this vividly illustrated, attractively printed and conservatively presented statement of facts and source information, brings its own emotional appeal as an outgrowth of convincing intellectual material and intelligent treatment of that material. Its successive chapter titles are:

"The Alcohol Problem," "Why People Drink," "What Alcohol Does to People," "Drinking and Highway Safety," "Alcohol and Skills," "Does Drinking Affect Health?" "Alcoholism: Causes and Cures," "Alcohol: An Economic Problem," "Drinking: A Community Problem," "What can Be Done About It?"

The book gives the information that students need for study and that teachers want in digest form for teaching on the practical facts of the liquor problems of today.

One in a series of public problems visualized, the book is published by The National Forum, 417 S. Dearborn St., Chicago, Illinois, at 75 cents; second edition, 1940, enlarged, redesigned and rewritten.

HEALTH AND NARCOTIC EDUCATION IN OHIO

(Continued from Page 220)

- e. Narcotic information should reach the pupil mainly through the natural channels of the sciences, in situations in common with his experience.
- f. The *temporary, functional* disturbances to human behavior, caused by narcotics should receive the emphasis, rather than to stress any permanent injury, for which proof may be difficult.
- g. The "project" approach by classes or small groups of students, working under the supervision of a teacher, is more effective and convincing:

Interviews with physicians, coroners, relief workers, public health nurses, judges of the courts, ministers, insurance executives, Federal narcotic agents, State highway officials, etc.

Visits to traffic courts, penitentiaries, insane asylums, emergency wards of hospitals, etc.

Review of insurance records, court records, police records, automobile insurance statistics, National Safety Council reports, etc.

Assemble and study cigarette and liquor advertising.

Posters, slogans, debates, panel discussions, etc., to inform and help determine proper attitudes.

- (2) *Indirectly*, through the development of *hobbies*, and other absorbing interests, fostered by the school, the home, the church, and the community.

- a. Supervised recreational programs that fascinate young people.
- b. The construction of indoor and outdoor swimming pools to afford opportunities for learning skills and to deter juvenile delinquency.
- c. To promote interest in music: bands, orchestras, choruses, operas.
- d. To provide opportunities for dramatics.
- e. To encourage participation in 4-H Clubs, Hi-Y, Boy and Girl Scouts, Girl Reserves, Allied Youth Posts, etc.
- f. To help students to see places for improving conditions within the community in which they live.

Program of the Intercollegiate Association

1. *Seek the Truth fearlessly, wherever it may be found.*
2. *Promote study and discussion in college, the community, city, state and nation.*
3. *Challenge conventional thinking, assumption, customs and social traditions.*
4. *Give attention to the social and national welfare aspects of the problem—to the **concern that sees beyond self and group** to the safety and welfare of society.*
5. *Examine the place of alcoholic drink in the struggle for fuller and more equitable everyday living.*
6. *Enlist and equip a new leadership for the struggle against alcoholism in America and the world.*

TIPPLING IN THE TALKIES

Tippling in the talkies is assuming alarming proportions. Recall almost any recent movie you have seen. Somewhere in its plot you will find a pair of pinch-bottle babies engaged in either humorous or serious drinking. . . .

Drinking scenes provide every child who sees movies, and most children are movie regulars, with the conviction that (a) all smart people drink; (b) that it is fun to get "woozled"; (c) that hard drinking is the logical resort of anyone who is disappointed in love or business. . . . they are making our youngest generation into potential alcoholics. . . .—Editorial, *Movie-Radio Guide*, Sept. 28–Oct. 4, '41.